

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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NEW YORK, THURSDAY, DECEMBER 3, 1925

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"NEW-DAY" JEWETT SIX ANNOUNCED

AUTO MEN SEEK TAX REBATE ON CARS IN STOCK

Would Have Proposed Reduction Bill Retroactive

WASHINGTON, Dec. 2.—The Ways and Means Committee at its meeting today will be asked to consider the plea of the automobile manufacturers that rebates be granted for the taxes paid on all passenger cars remaining "on the floor" at the time of the passage of the tax reduction bill.

It is estimated that such a provision would cost an additional \$8,000,000, and there seems little disposition, therefore, on the part of the committee to grant this additional relief.

A delegation of automobile men, consisting of F. J. Haynes, president of the Dodge Motor Car Company; A. T. Waterfall, president of the Michigan Manufacturers' Association, and John Lovett, manager of that organization; James Farber, representing the Flint, Mich., Manufacturers' Association, and Pike Johnson, Washington representative of the National Auto Chamber of Commerce, are presenting the case before members of the Ways and Means Committee.

It is understood that they told certain members that following the announcement that the tax on passenger cars was to be reduced in the forthcoming measure business began to fall off at an alarming rate and that there have even been cancellations of business already placed.

This delegation, it is said, has suggested that the removal of the tax be postponed until August 1, at which time the floor stocks for the most part would be depleted, and that then the government could rebate the taxes without great loss of revenue if the committee felt inclined in that direction.

The committee recognizes the plight in which the manufacturers find themselves; they have literally been flooded with telegrams the last few days, but last week they voted against granting rebates to either the automobile or the cigar manufacturers.

Washington Gas Tax Nets Heavy Revenue

Olympia, Wash., Dec. 2.—With only eleven months taken into account 1925 has already shattered all previous records in funds accrued by the state through the state gasoline tax of two cents a gallon.

The net total realized by the state during this period amounts to \$2,776,140.79 after funds of \$170,532.02 were subtracted from the gross receipts. The deduction is for gasoline used for purposes other than to propel motor vehicles.

STEEL PRODUCTS GETS CONTRACT

Auto Parts Order Necessitates 24-Hour Daily Schedule

Cleveland, Dec. 2.—A daily twenty-four-hour working schedule will be necessary at the Cleveland plant of the Steel Products Company as a result of a \$2,500,000 contract for auto parts which has just been received, it was announced today by Charles E. Thompson, president, following his return from a business trip to Detroit.

The order is the largest single transaction ever closed by his company, Mr. Thompson said. The parts called for in the contract will all be used in 1926 models of a six-cylinder car in the large production class. The main items included are engine valves and tubular chassis parts. The valve specified is known as "Thompson S valve," which is now standard equipment on more than sixty cars, trucks, tractors and aero motors.

The order puts the production schedule of the Steel Products Company far above the highest point ever attained in the history of the concern, Mr. Thompson said. A new building has just been completed, housing additional machinery and furnaces, all of which are to be thrown into operation.

GAS UP ONE CENT

Buffalo, N. Y., Dec. 2.—The Standard Oil Company yesterday announced a one-cent increase in the price of gasoline. The tank wagon price goes from 14 to 15 cents and the retail price is raised to 18 cents.

will outstrip 1925 by a broad margin.

Contracting firms are at work in many parts of the big Overland factories, making extensions, changes and betterments. The total expenditure in this program will run around \$2,000,000.

As soon as the inventory work, now in progress, is completed, production will be stepped up to a lively clip and will, it is said, be continued right through the winter and spring months.

Willys-Overland Rushes Work on Steel Plants

Toledo, Dec. 2.—Work is being rushed to complete the two new huge steel stamping plants at the factory of the Willys-Overland Company, Toledo.

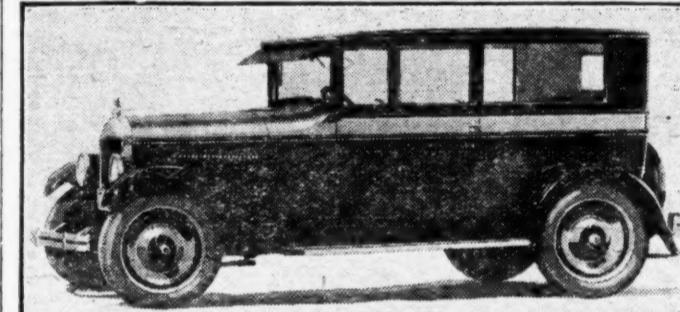
One of these factories is 60x700 feet and the other is 60x300 feet, and the cost, it is said, will run to nearly a quarter of a million dollars.

This is a part of a program to greatly increase the production of Overland and Willys-Knight cars in 1926, which it is reported

Two-Door Sedan Priced at \$995; De Luxe Model Listed at \$1,095

Special from A. D. N. Detroit Bureau

DETROIT, Dec. 3.—The "New-Day" Jewett, a six-cylinder car with a number of distinctive features, will be put on the market December 12 by the Paige-Detroit Motor Car Company. The first two models to be offered will be the two-door sedan, priced at \$995, and the de luxe model, same type, priced at \$1,095.



THE "NEW-DAY" Jewett Six two-door de luxe sedan just announced. It lists at \$1,095.

Detroit's Traffic Fatalities Mount

Special from A. D. N. Detroit Bureau

Detroit, Mich., Dec. 2.—Fifty-seven deaths up to midnight, November 30, are the toll from traffic accidents in Detroit's record month for fatalities. November deaths bring the even months' total up to 314 which exceeds the 1924 figure for twelve months by twenty-five.

GRAY TO MAKE 125 CARS DAILY

Will Undertake This Production With New Year

Special from A. D. N. Detroit Bureau

Detroit, Dec. 2.—The Gray Manufacturing Company, will undertake a production schedule of 125 cars daily beginning with the new year, according to report. The company is now engaged in small production to take care of sales already made.

Since the company was reorganized last summer, a good deal of waste has been eliminated from various departments. Officials who have canvassed the territory are said to be impressed with the demand for the Gray car, especially in the closed models.

WILLYS-OVERLAND CO. HAS MEET FOR SALESMEN

Special from A. D. N. Detroit Bureau

Detroit, Dec. 2.—A two-day session for Willys-Overland salesmen in Southern Michigan has been planned by George Clark, manager of the Detroit branch office of the company. The first session will be held Thursday, at the Hotel Tuller, when details of the new financing plan for W. O. dealers will be fully explained. The following day, a similar meeting will be held at Grand Rapids, Mich.

DODGE FOREIGN SALES INCREASE

Jump 32.7 Per Cent. in First Ten Months Of 1925

Detroit, Dec. 2.—Dodge Brothers report overseas shipments of 29,156 cars for the first ten months of 1925, as against 21,964 cars for the same period of 1924, an increase of 32.7 per cent. Speaking of the expansion of export business, Percy Owen, director of foreign sales of Dodge Brothers, Inc., says:

"Improved economic conditions abroad and the need of greater transportation facilities have resulted in a greatly increased demand for motor cars. The field for American cars that can be operated at low cost and small fuel consumption is almost unlimited, and demand will continue to increase as general business abroad improves."

"One of the greatest needs today in practically every foreign country is extension of communication and transportation facilities. The American motor car will supply the latter."

"In 1924 our exports increased 17.5 per cent., whereas total production of cars decreased 11 per cent. This year exports have further increased."

BOSTON & MAINE R.R. PLANS BIG OUTLAY

Boston, Mass., Dec. 2 (U. T. P. S.)—Homer Loring, chairman of the executive committee of the Boston & Maine Railroad, announced today that the railroad would spend \$500,000 to \$1,000,000 for automotive equipment for the railroad in three years, if the proposed \$13,000,000 capital outlay was approved by the State Public Utility Commission.

Both these prices include four-wheel brake equipment, the brakes being of the Paige hydraulic type, which are to be standard on all of the "New-Day" models.

Steel bodies will be a feature, with corner pillars narrowed so as practically to eliminate the dangerous "blind spots."

A typical Jewett power plant has been designed, with six cylinders, $2\frac{1}{2} \times 4\frac{1}{2}$ (169.3 cu. in. displacement). All the outstanding characteristics of the present Jewett engine have been retained and the manufacturers promise a power plant of unusual flexibility and smoothness.

Engine is of the L-head type, following established Paige-Jewett standards, the six cylinders cast in block, with detachable head. N. A. C. C. rating, based on bore and stroke, is 18.2 horse power, actual brake horse power at 40.

The crankshaft is a heavy drop-forging, heat-treated and ground, supported by four main bearings 2 $\frac{1}{2}$ inches in diameter.

The front end drive is by Link-Belt silent chain, with tension adjustable by swinging the generator on its bracket.

A gear-type oil pump provides pressure lubrication to all main and connecting rod bearings, timing chain and camshaft. From the camshaft, the pump is driven through helical gears.

The water pump is mounted at the front of the cylinder block and driven by ball-bearing fan shaft. Fan has four blades and V belt.

Electrical equipment includes: Remy starting motor, with Bendix drive; Remy generator, with third-brush regulation; Westinghouse storage battery, 6-volt, 115 ampere-hour; Remy ignition, with semi-automatic advance.

Carburetor is of Johnson make, top-outlet type, with dash adjustment.

New, improved type of dry-plate clutch is used. The transmission is mounted in a unit with the motor.

Axles are Paige type, heavy duty, the steering spindles mounted on ball bearings; Hotchkiss drive is used.

Springs are semi-elliptic, front 36 inches, rear 54 inches.

Paige hydraulic brakes contact over 12-inch drums on all four wheels. The emergency brake contacts on a drum mounted at the rear of the transmission.

Fuel supply is from an 11-gallon tank, and fuel feed is by vacuum system.

Tires are 29 x 4.75, non-skid balloon cords. On the standard two-door sedan artillery type wheels are used; on the de luxe model, steel disk.

Standard equipment for all models includes sun visor, co-incident ignition and steering wheel lock, electric horn, radiator

(Continued on Page 2)

'New Day' Jewett Six to Be Put on the Market



THE ALL-STEEL corner pillars and one-piece windshield on the "New-Day" Jewett Six reduce blind spots to a minimum, as the photograph shows.

THREATEN TO SHIP BY TRUCK

Northwestern Farmers Resent Proposed R. R. Rates

ST. PAUL, Dec. 2.—A point blank threat by stock and farm produce shippers of the Northwest to establish a freight trucking service if railroads increase freight rates was voiced yesterday by J. F. Reed, president of the Minnesota Farm Bureau Federation.

Mr. Reed was a witness in a hearing at the state capitol before a representative of the Interstate Commerce Commission on petition of seventy-four railroads for increased freight rates.

Mr. Reed pointed out that even with present freight rates truck service has been steadily on the increase since 1915 with an especially rapid growth in the last few years.

"If freight rates are increased, this transportation by motor bus service in the livestock business will be increased and shippers are now considering the establishment of a freight truck service. This will without question result in a decrease in traffic for the railroads," Mr. Reed said.

It was pointed out that at no time in the history of transportation in America during a similar period have the railroads been so prosperous.

Eclipsing the heretofore most prosperous year in transportation, 1916, railroads are now hauling the largest revenue car loadings in history. In seventeen weeks during 1925 this has exceeded 1,000,000 cars a week and at times has shown more than 1,124,000 cars a week.

CANADIAN BORDER LAW FOR AUTOISTS REVISED

Seattle, Wash., Dec. 2 (U. T. P. S.)—The Customs Division of the Treasury Department has made a ruling allowing automobile tourists from Canada to hereafter be permitted to remain ninety days in the United States without putting up a bond at the border to assure the return of their automobile within that period. The existing regulations allowed only thirty days unless the car is duty paid or bond furnished, which caused much vexation.

GAS UP 2 CENTS AT MANY OF TWIN CITIES STATIONS

St. Paul, Dec. 2.—Gasoline prices went up 2 cents at filling stations of several Twin Cities oil companies yesterday. Other of the independents were considering advances, it was admitted. Three of the large companies refused to make any comment.

(Continued from Page 1)
ornament, windshield wiper, speedometer, jack and tools.

In addition, the de luxe models have snubbers, front and rear, nickel radiator shell, automatic windshield wiper, full front bumper, quarter rear bumpers, rear view mirror and combination stop and tail light.

Both standard and de luxe models are finished in two tones of lacquer, and have double belt molding, the lower band extending the full length of the car.

Front and rear seats are both set low, with surprisingly ample leg room; inside dimensions of the "New-Day" are identical with those of the present type Jewett.

Gearshift lever and hand brake are set well forward, out of the way, and there is room for baggage in the tonneau without crowding passengers.

Wide door and a folding front seat make entrance and exit easy. The right hand front seat folds under the dash, completely out of the way.

Public announcement of the new car will be made December 12, as stated. Within the last six weeks the entire distributor organization has visited Detroit, seen the cars and expressed unqualified enthusiasm over their appearance and performance.

In design and appearance the "New-Day" follows closely its predecessors in the distinguished Jewett line.

Big Rubber Men To Attend Congress

Akron, O., Dec. 2.—The rubber executives of this city are well represented in the number of delegates chosen to attend the Pan-American Commercial Congress, which will be held in New York, December 14-17, inclusive.

In making his selections, Mayor Rybolt declared the big industries of Akron will want to be in close contact with situations developing in neighboring countries.

The men chosen are as follows: Harvey S. Firestone, president Firestone Tire and Rubber Company; Jacob Pfeiffer, president Miller Rubber Company; G. M. Stadelman, president Goodyear Tire and Rubber Company; F. A. Seiberling, president Selbyerling Rubber Company; L. D. Brown, treasurer B. F. Goodrich Company; William O'Neill, president General Tire and Rubber Company; F. J. Palmer, assistant superintendent Quaker Oats Company, and three other prominent men in various industries of the city.

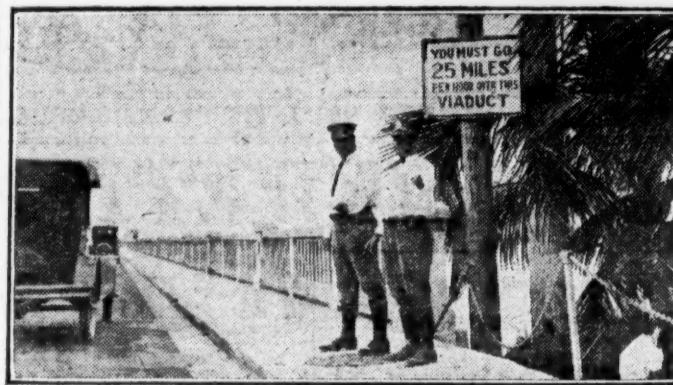
The biggest question which will come before the congress this year is that of a practical consideration of finance problems in regard to loans and placing of Latin American securities. The establishment of direct trade routes from the United States to commercial capitals of the Americas and the promotion of commerce in imports and exports will also be carefully considered.

CHEVROLET OHIO CO. IS DELAYED BY INVENTORY

Toledo, Dec. 2.—Due to unavoidable delays in figuring the annual inventory, the plant of the Chevrolet Ohio Company, Toledo, will not open until December 7. General Manager George D. Moore has announced. It was originally intended to resume manufacturing operations on December 1.

The plant employs about 1,500 men, who were laid off two weeks ago. So much work on the inventories has become necessary, said Moore, that the shutdown will be for twenty days instead of ten.

STEP ON IT! Down in Florida the motorist is out of luck if his automobile won't travel twenty-five miles an hour. The sign on this viaduct says: "YOU MUST go 25 miles per hour over this viaduct." The traffic officers are on hand to see that the law is obeyed. The new Florida law permits forty-five miles an hour in the country districts.



(Underwood & Underwood.)

New Tax Rate on Autos Worries Some Dealers

WASHINGTON, Dec. 2.—Disposition of floor stocks of automobiles in the hands of dealers after the enactment of the forthcoming revenue revision bill in face of the promise of the automobile industry to give the public the benefit of the tax relief accorded the former, is likely to prove quite a problem to the trade members of the House Ways and Means Committee have been informed.

To date the committee has declined either to provide for the rebating of the tax paid upon such machines as remain in the hands of the dealers when the law with the lower rate becomes effective, or to extend beyond the actual enactment of the proposed law the full amount of the tax with a view at some future date to provide for a rebating of the tax to the extent of the reduction.

Automobile dealers fear that they will have to absorb a considerable part of the tax from which the public is to be relieved. They hold that some of their number, perhaps carrying a considerable number of cars for sale at the time the tax reduction becomes effective, will have difficulty in disposing of the cars at a price which includes the 5 per cent. war tax in competition with others whose prices have absorbed in them but 3 per cent. in taxes.

To adjust the matter the committee was asked to fix a date, perhaps two or three months following the enactment of the bill into law, upon which the 3 per cent rate shall become effective, the treasury to set aside the money thus secured as a fund from which to rebate taxes to the extent of 2 per cent. on all cars in the possession of the dealers on such date.

The dealers in parts, tires and accessories, who are to be relieved of the present tax upon those commodities in full, will not face a shrinkage in their inventories because the retail selling prices contain for the most part the amount of the tax. It is anticipated that there will be a great deal of activity in Congress to have the car tax repealed in its entirety.

Autos to Florida Shipped Via Ga.

Detroit, Dec. 2.—Automobile manufacturers are shipping cars to various points in south Georgia for overland drives to Florida cities. Ninety-two carloads of automobiles left Detroit in one day destined for the Florida border. An embargo on automobiles is in effect at principal Florida cities, making direct shipment by rail impossible.

The Studebaker Corporation last week shipped seventy-two automobiles to Tifton, Ga., for drive-away, and shipments to this point will be continued at rate of twenty-five a day.

CANADIAN AUTO BUSINESS AT TOP

Expected to Eclipse Record Established In 1923

TORONTO, Dec. 2 (U. T. P. S.)—According to figures which have just been compiled by the Automotive Industries of Canada, the present year will not only eclipse 1924 in point of production, sales and exports, but will in all probability beat the record of 1923, the greatest year the industry ever experienced.

During the ten months period ended October 31, 1925, a total of 123,060 passenger cars have been turned out in Canada, compared to a total of 104,603 for the same period last year. There have also been produced 18,077 trucks in Canada for the first ten months of 1925, compared with 14,710 in the same period of 1924.

This means a gain of 21,823 cars and trucks so far this year compared with 1924. As the total for the entire year of 1924 was 132,480, it will be seen that 1925 is already 8,653 ahead of that record and has two more months to go.

While the production for the entire year of 1923 reached a total of 147,202 or about 6,000 in excess of the first ten months of this year, those in the industry claim there is practically no doubt that the figures for the entire year of 1925 will be well ahead of even the banner year of 1923, as the rate of production has not slackened but rather increased since the month of October when more than 16,000 vehicles were produced here in the one month period.

Not only have the domestic sales shown a gratifying increase this year, however, as indicated by the production figures, but exports also have gone upward.

For the nine months period ended September 30, 1925, the last figures available, there were exported from Canada 38,475 passenger cars and 11,307 trucks, compared with 32,203 cars and 9,361 trucks for the like period of 1924, a gain of 8,214 vehicles.

Must Run Both Trains and Buses

St. Paul, Dec. 2.—Operating permits were granted yesterday by the State Railroad and Warehouse Commission to three motor-bus line applicants.

The commission made its first "split" decision when it ordered both motor-bus and train service between Rochester and Winona, refusing to grant the plea of the Chicago & Northwestern Railway Company for discontinuance of the train service and reducing the number of motor-bus trips daily.

The permits allow the Scenic Transportation Company to operate one bus daily each way between Rochester and Winona, instead of the three asked for. The permit was granted over strenuous objection of the Chicago & Northwestern rail lines.

The Van Tassel Bus Line was granted permission to operate locally in Rochester and from Rochester to Preston and Rochester to Owatonna. On the latter line, because of competing train service, only one motor-bus each way daily will be permitted.

Thomas P. Grogan was granted a permit to operate between Lake City and Rochester, with no objection by rail companies, as the route parallels no rail lines.

IMPORT COMMERCIAL CARS

London, Dec. 2 (U. T. P. S.)—During September the number of complete commercial automotive vehicles imported to Britain totaled 95.

Release of Christmas Savings Funds Expected To Spur New Car Sales

CANTON, O., Dec. 2.—Interviews with the leading automobile distributors in the immediate Canton district indicate stimulated sales with the advent of December. Apathy in new car sales was apparent the last week in November, according to dealers.

There still is a tendency on the part of the prospective purchaser to hold off buying until after the first of the year. This feeling has been apparent for some weeks and has proved a serious detriment to the trading locally, according to dealers.

The first two weeks of December should be good for the automobile business, for thousands of dollars in Christmas savings accounts will be distributed within the next two or three days and dealers realize that a certain percentage of this money is intended for the initial payment on an automobile to be delivered about the holidays.

Studebaker

Studebaker sales are about the same as the past two weeks, according to Ed Hillard, sales manager of the Thurman C. Smith Motor Car Company, Studebaker distributors here. "The Standard Six sedan is moving best at this time," he said, "but there has been a better call in the past week for the new Big Six with the 120 inch wheel base."

Cleveland

A slowing up in sales is reported at the Auto Garage and Sales Company, distributor of the Cleveland motor car. The new coach still is the most popular model in the Cleveland line.

Chevrolet

The Jamieson Sales Company, Chevrolet dealer, reports sales slowed up the last week in November, but that inquiries the past several days indicate business will be better early in December.

Buick

Improvement is reported in Buick sales the past week, according to officials of the Dunkel McVey Company, local dealer. The new Buick sedan is reported to have been a big factor in local auto merchandising throughout the fall and winter season.

Ford

Demand for two-door sedans is fast gaining on coupes, according to local Ford dealers. For many weeks coupes have been the most popular model of the improved Fords, but the trend now is to the sedan, dealers said.

Nash-Ajax

Although in business only a week, officials of the new Nash-Ajax Motor Sales Company reports demand for the Nash and Ajax satisfactory in face of existing conditions. The two-door sedan Advance Six is the most popular model in the Nash line in this territory.

Hudson-Essex

Rogers Motor Sales Company, local distributors for Hudson-Essex, reports sales slower than two weeks ago, but that business is satisfactory for this season of the year. The Essex coach at \$360 is proving the most wanted car with this concern, with the sedan next in popular demand, officials of this company said.

Velie

The Oswald Motor Sales Company, Velie distributors for the immediate Canton district, reports sales brisk for the past three weeks and prospects bright for a better December business.

Conditions Favorable In Newark District

Newark, N. J., Dec. 2.—New car sales in this city are gradually climbing. This is attributed to the fact that most all dealers are well supplied with cars of all models and to the remarkable spell of open weather.

Durant-Star

According to W. T. Crane, local manager, business has been very

Boasts Record for Deep Salesmanship

Special from A. D. N. Detroit Bureau

Detroit, Dec. 2.—Roy Murray, Buick dealer in Butte, Mont., is credited by Buick men here with the world's record for long-distance depth salesmanship. Murray had a prospect, Turk Oaas, superintendent at the Belmont mine. He trailed his prospect to the bottom of the shaft and when Oaas emerged he was the owner of a new model 47 Buick.

"Thirty-five hundred feet," says Murray, "isn't far to go to sell a car—unless it's straight down."

good, sales being far above the average for this time of the year.

Gardner

James H. Knox, local dealer, can see nothing but a bright future ahead. He states that his actual retail sales for the month of November greatly exceeded any other previous month in local Gardner history.

Rickenbacker

Manager Walter Hill is very optimistic over the present outlook and looks forward to a steady increase in sales, especially during the rapidly approaching holiday season.

Hudson-Essex

According to Willard Sulzberger, president of the Roseville Hudson-Essex Company, sales of both Hudson and Essex cars have exceeded even his fondest expectations.

Flint

Fred H. Miller, general manager of the Newark Flint Company, shares with James Husk, wholesale manager, the opinion that sales are better now than at any other winter month.

Waco Business Up To Fall Level

Waco, Tex., Dec. 2.—This week's new car sales were not booming, but they maintained the pace that has been set by fall business and demonstrated the fact that while some other lines of business have experienced a slight slump, the automotive line keeps on increasing in sales, despite local crop conditions. More than a half hundred new cars were sold here in the past seven days.

Closed designs were in demand for all makes and models of cars, and the greatest percentage of sales of closed cars for the season was marked up last week. The reason for this may be traced to the cold wave that has descended on Central Texas.

As seems to be the case everywhere and all the time, Ford car sales composed more than half of the total volume. The coupe was in the lead, being closely trailed by touring cars, after which came roadsters. The two-door Ford sedan enjoyed a good sale and was only offset by the fact that the other Ford models showed extraordinary sales volume. Light delivery trucks hardly got in at all in the sales column, only two of these vehicles being sold during the week.

After Fords, Chevrolets and Dodges enjoyed the most sales volume.

The Essex coach, for which the Packard-Scruggs Company is the distributor, enjoyed the best sale of the season last week.

Distributor Doings

TRAINING SALESMEN

Spokane, Wash., Dec. 2.—Preparatory to the opening of the spring rush season, March-Strickle Company, Star and Durant distributor, is training a class of 100 prospective salesmen. Classes meet twice weekly during the winter, and graduates will be offered positions either here or elsewhere with the Durant organization.

NOT AFRAID OF SNOW

Seattle, Wash., Dec. 2.—Regardless of the snow that is beginning to impede traffic through the Snoqualmie Pass, Floria Nagelvoort, territorial Cadillac distributor, took two cars over the pass recently for delivery to W. W. Sheane, Yakima dealer.

NEW NASH DEALERS

Seattle, Wash., Dec. 2 (U. T. P. S.)—Green Porter Nash Corporation, distributor for Nash and Ajax line, has appointed the following dealers at points in King county: Rhoades Rees Nash Company, Auburn, Wash.; Buckley Garage, Redmond, Wash.; Seattle-Renton Stage Line, Renton, Wash.

GAIN NEW TERRITORY

Lewiston, Me., Dec. 2 (U. T. P. S.)—The Park Street Motors Corporation, local distributor of Studebakers, has taken over new territory in addition to that in Oxford and Franklin counties. This extension includes Brunswick and Freeport and along the coast as far as and including Wiscasset.

WIN CHRYSLER CONTEST

Bangor, Me., Dec. 2 (U. T. P. S.)—The Utterback-Gleason Company, Chrysler distributor for northern and eastern Maine, has been awarded first prize in the recent Chrysler sales testimonial. The campaign was conducted throughout the United States. The reward of the local firm will be a trip for twelve of their salesmen and dealers to the Chrysler factory in Detroit during December at the expense of the national company.

What Do You Think?

This column is devoted to the exchange of ideas and suggestions by readers of the *Automotive Daily News* on retail merchandising problems.

EDITOR.

Automotive Daily News:

We get one-third to one-half down on used cars, unless the buyer is well known and good pay. We get one-third down on new cars.

Dealers' expenses are big. Competition is keen and dealers must fight to get the business and to hold it.

We can't see any way to check the used-car evil except by the factory making the dealers hold the allowance on used cars down to reasonable stated figures for each year, as is done on sewing machines, typewriters and many other items. It is a bad scheme as it is now, but what can be done?

The factory expects volume from the dealer. The dealer can't produce volume without trade-ins, and the fellow that is trading in is just as smart as the dealer. He doesn't often care which new car he gets, just so he gets a big price for his old one.

If you can remedy even this and one-half of other troubles, we take our hat off to you. Very truly yours,

KNIGHT MOTOR COMPANY.

Oldsmobile Dealers. Nov. 27. St. Louis, Mo.

FORDS POPULAR IN BELGIUM

Brussels, Belgium, Dec. 2 (U. T. P. S.)—Ford cars are getting more popular here and widespread publicity and favorable terms of purchase have brought the production of Ford's Belgian factory to a figure which is said to be larger than the number of cars produced by all other factories in Belgium combined.

Dealers No Longer Fear Bad Weather

Norfolk, Va., Dec. 2.—"The weather has ceased to be a barometer of auto sales," declares I. B. Wicks, manager of the R. G. Edgerton Company, local Chrysler and Reo dealers. "Time was when the weather governed the condition of the automobile business, but that's no longer the case.

"Up to the last year or so a bad, drizzly, stormy day meant practically no sales at all," said Mr. Wicks, "but nowadays sales are almost as good on those dreary days as when the sun is blazing forth. And the reason can be traced directly to the closed car. Wide-awake salesmen are quick to take advantage of these sloppy days, when they can easily demonstrate the advantages of the enclosed models. When the open car was heading the list it took perfect days to put over the sale.

"Sales in this section on good days are just as regular as ever, but there has been a very marked increase in the number of orders signed without the aid of the sunshine. This fact is creating a stable market for the automotive merchant.

"Trade in Norfolk is reflected in the new order of things, and dealers are better prepared to anticipate their next month's business and plan accordingly. Of course, as in every other field, we have good days and bad days, but weather is no longer the determining factor on sales reports for the day."

REBUILDING PLANT

Seattle, Wash., Dec. 2.—The Willys-Overland Pacific Company will be re-established on its original site, states L. G. Peed, general sales manager of the Willys-Overland company, who was in Seattle from Toledo for several days. Formal opening will take place about March 1. The building, replacing the one destroyed by fire, will be two stories high and will provide for a large new car display floor on the main floor.

for Economical Transportation

CHEVROLET

"General Motors recognizes that every dealer is, in principle, a partner with it in a common enterprise... He is entitled to, and must receive, a fair return upon his investment, provided he handles his business aggressively and constructively."

A. P. SLOAN, JR., President
General Motors Corporation.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	\$525	Coupe	\$675	Commercial Chassis	\$425
Roadster	525	Coach	695	Express Truck Chassis..	550

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Automotive Daily News

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

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A Bright Business Outlook

By C. W. NASH

President of Nash Motors Company

THE outlook for business for the next six months is very bright. I refer to general business of all kinds. My reason for viewing the matter in this light is that we have enjoyed a very splendid harvest of all kinds of crops; that they are bringing good prices; that the farmer is feeling more prosperous than during the last four or five years and labor is very well employed.

We have a wonderful President, who enjoys the confidence of the American people as a whole; a Congress that I believe will stand squarely behind the administration, and I cannot see any clouds on the horizon.

Please Help

WE have just received a circular letter addressed by S. A. Miles, manager of the National Automobile Shows, to the publicity departments of all exhibitors. The letter is a plea for more and fuller details regarding exhibits to be made at the big shows. He asks this so that the editors of the trade press may have something with which to work up interest in the shows. While the release date will be rigidly respected, an item of information may suggest an idea for a general article that can be published before show time to stimulate interest in the exhibitions.

This is a message that we want to pass on to our readers. Give the Automotive Daily News and the trade magazines in automotive field all the help you can, so that they in turn can do their best to stimulate interest and make the shows as successful as possible in every way.

There need not be the slightest hesitation in sending material beforehand with a release date for show time. The release will be rigidly adhered to and if you are planning a surprise of any kind the trade press will co-operate with you. But do give us a fair chance to do our part, which in this instance consists of helping to make the great national automobile shows the tremendous success they deserve to be. Send us material describing your exhibits at the coming shows, and send it NOW!

Waste Elimination and Prosperity

THAT the United States is now enjoying probably the greatest period of actual prosperity in its history, is the inevitable conclusion to be drawn from the recent report of Herbert Hoover, secretary of commerce.

In 1924 the wage rate in this country was 128 per cent. above the pre-war standard. At the same time the wholesale price level was exactly 50 per cent. above the pre-war line. "We thus have," says Mr. Hoover, "the highest real wage in our history and we have had three years of remarkable price stability."

Comparable British figures are quoted to prove that this country enjoys a peculiarly favorable position in this respect. In 1924 the British wage rate was just 70 per cent. above the pre-war figure, while wholesale prices were 74 per cent. above pre-war.

Analyzing these figures, they mean for us in the automotive industry, just one thing—the greatest buying market in history. With wages maintained at their present levels there is scarcely a family in this country that is not a legitimate prospect for a motor car and for the equipment needed to fit it to the individual buyer's service or fancy.

If there is any factor to prevent 1926 being the biggest year in automotive history, it has not yet made its appearance. Let us see that none does.

Egypt in Market for American Motor Truck

Washington, Dec. 2.—There is a splendid opportunity for the marketing of an American motor truck in Egypt similar in design to trucks now used for short distance hauling and trucking in Alexandria, which are enjoying considerable popularity.

It is described as being of two-to capacity, minimum loading height 23 inches, pressed steel wheels with solid tires, both front and rear brakes operated independently and automatic lubrication of the chassis. The machine operates on gasoline or kerosene. The price of this chassis laid down in Alexandria without customs duties paid is about \$2,000.

Sales Scents

"A filing system for prospects' names?" What do I need of a filing system?

"I keep the names of my prospects in my own book and in my head."

"Then I know some one else isn't likely to cop my prospects just when I've got 'em worked up to the 'sign here' stage."

"Nope, I don't believe in 'em."

Yes, a salesman actually said this. To prove his contention he pulled out a memo pad and counted off the names of his "red hot" prospects.

The number was pitifully small.

And he thought he was better off than the salesman who does believe in filing systems, does believe in methodical salesmanship—and had at his disposal scores of names in his dealer's prospect files.

Prospects are not personal property of the salesman.

They are the dealer's as much as the salesman's.

It is poor business to hog all the names you can find—many of which will never materialize in sales through you. It has often been demonstrated that one salesman can make a sale when another cannot.

When the names of prospects are common property, every salesman can be given the opportunity of working on them for a definite period of time.

If he can't sell them it's only fair to give another man a chance.

Otherwise a competitor may step in and make the sale.

No one can explain why one good man fails to sell a prospect and another succeeds.

Sometimes the reason is so small it is of no consequence to the salesman.

It's just the vagaries of human nature.

With prospects, it is a case of fish or cut bait."

You can't afford to take the chance of making your dealer miss a sale just because you can point out a prospect and say: "I saw him first; he's mine!"

He isn't yours unless you can land him.

And it will take only a couple of weeks at best for you to find out whether or not you can sell him.

If you can't, don't be a dog in the manger—give some one else a chance.

AUTOS TO JAPAN

Tacoma, Wash., Dec. 2.—Included in a cargo which the O. S. K. liner London Maru loaded here November 26 for Japan were thirty-two automobiles consigned to various ports in the Nipponese empire.

Brief News of Highway Activities

BRIDGE PERMIT GRANTED

Olympia, Wash., Dec. 2.—The state highway department has granted permission for construction of a \$3,000,000 toll bridge to span the Columbia River between Longview, Wash., and Rainier, Ore., and be the connecting link between the Pacific and Columbia River highways.

Construction of the bridge is to be financed through a bond issue. The bridge is to be concrete and steel, nearly 4,000 feet long, so constructed as to not hinder navigation on the Columbia River.

FORM HIGHWAY ASSOCIATION

Santa Rosa, Cal., Dec. 2 (U. T. P. S.)—An organization known as the Geysers Highway Association has been formed for the purpose of developing and advertising a new scenic highway to be named the Geysers Highway. Starting in Oakland the route of the highway, as now outlined, runs through Vallejo, Napa, St. Helena, Calistoga, Knights Valley, Alexander Valley, Geyserville, and Cloverdale to the Geysers.

START ROAD SURVEY

Springfield, Ill., Dec. 2.—Preliminary road surveys for the \$100,000,000 bond issue project have been started by the Illinois State Highway Commission and will be continued throughout the winter. Contracts are to be let next year but it is not likely that work will get under way until toward the 1926 season.

MISSOURI SHAKES MUD

St. Louis, Dec. 2.—Missouri is rapidly being pulled out of the mud, according to B. H. Piepmeier, chief engineer of the Missouri State Highway Commission, who, in telling this good news to motorists, says that 7,640 miles of the state roads will be completed by the end of 1926.

Most active in urging the good roads movement have been automobile dealers in the state who

look to increased sales when the highways are hard surfaced.

"Missouri is now leading all other states in its road-building program," Piepmeier said. "The highway department will complete this year approximately 1,000 miles of hard-surfaced roads and grade and bridge approximately 750 miles additional roads, which will be ready for surfacing in 1926."

TO REPORT ON ROADS

Norfolk, Dec. 2.—A reciprocal arrangement has been made between the Tidewater Automobile Association and the American Automobile Association whereby the local body is to wire the Washington office detailed information concerning every change in the condition of the roads in this section of the state.

The national body, on its part, will send the local organization accurate and up to date data on roads in distant states and in other sections of Virginia, so that the Norfolk office can give out correct information covering the true condition of highways throughout the country.

IOWA COLLECTS \$14,000,000

Des Moines, Ia., Dec. 2.—The sum of \$14,000,000 passed through the hands of the State Highway Commission last year, says a report filed by E. F. Brown, state accountant, to Director of the Budget E. L. Hogue. Of this amount \$7,000,000 was spent on the construction or maintenance of primary roads.

LINCOLN HIGHWAY CHANGE

Beaver, Pa., Dec. 2.—Lincoln Highway officials today announced a change in this national highway through Western Pennsylvania. After leaving Pittsburgh the route will now take the south side of the Ohio River, through the towns of Woodlawn, Monaca and Rochester, then via Bridgewater, Darlington and New Castle.

Coming Automotive Events

NOVEMBER

26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

DECEMBER

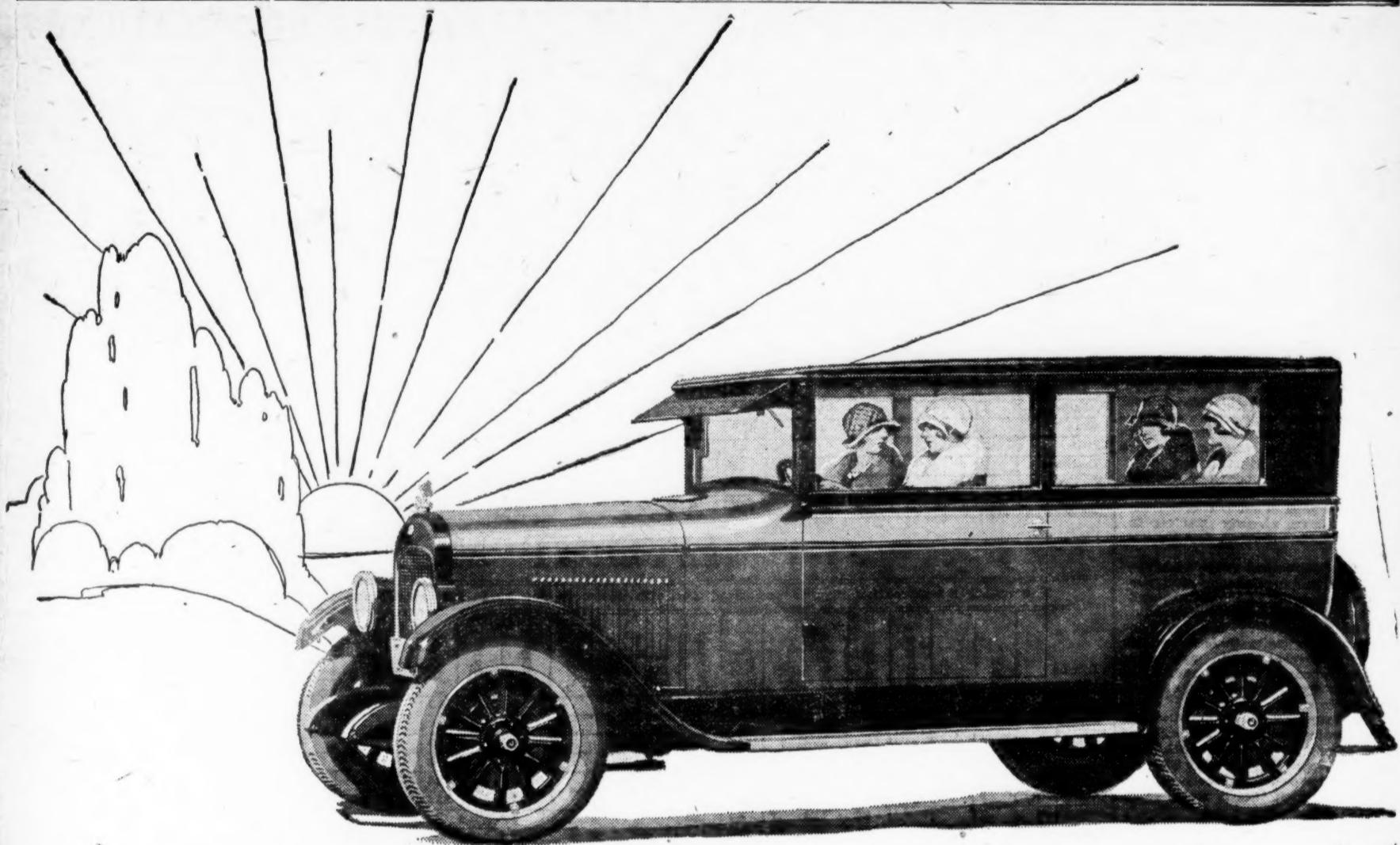
- 1-8—Pernambuco, Brazil. Good Roads Conference.
- 3-6—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 9—Greensboro, N. C. Meeting of the North Carolina Bus Owners' Association.
- 10—Indianapolis, Ind. Society of Automotive Engineers, meeting of the Indiana section.
- 10—Indianapolis, Ind. Regular dinner of the Society of Automotive Engineers, Hotel Severin.
- 11—Los Angeles, Cal. Annual dinner of the Society of Automotive Engineers of Southern California, City Club.
- 11—Washington, D. C. Meeting of the Society of Automotive Engineers of the Washington section, Cosmos Club.
- 14—Cleveland, O. Meeting and dinner of the Society of Automotive Engineers, Hollenden Hotel.
- 15—Buffalo, N. Y. Transportation meeting of the Society of Automotive Engineers, Statler Hotel.
- 16—Dayton, O. Meeting of the Society of Automotive Engineers, Engineers Club.
- 16—Brussels, Belgium. Annual Automobile Show.
- 15-16—Washington, D. C. Chamber of Commerce of the United States, national distribution conference.
- 17—Detroit, Mich. Meeting of factory representatives of the Society of Automotive Engineers. General Motors Building.
- 18—Chicago, Ill. Talk on "High Efficiency Engines," Society of Automotive Engineers, Engineers Club.
- 7-29—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.
- 29—San Francisco, Cal. Meeting of the Society of Automotive Engineers of Northern California, Engineers Club.

JANUARY

- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
- 16-23—Philadelphia, Pa. Philadelphia Automobile Show.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—Chicago. American Road Builders' Association Annual Convention.
- 11-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22—Detroit. National Society of Automotive Engineers.
- 21-22—Detroit. Michigan Independent Oil Men's Association.
- 22-30—Montreal, Canada. Annual Motor Show.
- 23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30—Cleveland, O. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 26—American Road Builders' Association. Good Roads Week.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit, Mich. Michigan Highway Association.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27-30—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Show.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.
- 30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Show, Hotel Drake.
- 31-Feb. 6—Chicago, Ill. National Auto Show.

FEBRUARY

- 2-6—Denver, Colo. Denver Automobile Dealers' Association, annual show.
- 9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association. Northwest automobile show.



The New-Day
Jewett Sedan
 at only \$995

Typical Jewett Performance

Real Sedan Construction

Paige-hydraulic 4-wheel brakes

* Jewett's Lowest Closed Car Price

Roomiest Car of its Type in the World

* Double Tone Lacquer Finish

* More Economical in Operation

* Amazingly Clear Vision

* Steel Body

* The public recognized a Jewett without these features as a real buy at \$1,285

Think of Your Selling Opportunities at the New Price!

The New-Day
JEWETT SIX

All Jewett prices f. o. b. at factory

(709)

Paige-Detroit
 Motor Car Co.,
 Detroit, Mich.

Gentlemen: I am keenly interested in obtaining complete information concerning the Jewett franchise.

Name _____

Address _____

Department Stores Beginning to Push Xmas Accessories

BOSTON, Dec. 2 (U. T. P. S.).—The coming month will witness a lively struggle between department stores carrying accessories and regular accessory dealers for the big Christmas business in Boston.

Already both sides have gone into action. The prize is a worth while one for Boston is the shopping metropolis of New England, and from Maine, New Hampshire, Vermont and Rhode Island, and even the border towns in Connecticut, what might be termed regular shopping pilgrimages are made prior to Christmas.

The regular accessory dealers are adopting the department store slogan of shop early. Both sides have already started to dress their windows for Christmas.

The Christmas drive and the winter preparations are the two big features of the accessory end of the industry here just now.

Regular dealers are stressing Christmas gifts in their newspaper copy. Several firms are using street car cards. Department stores are listing accessories in their "suitable gifts" column.

Radiator covers and non-freezing preparations are being pushed hard in the regular lines, and both these are selling well. Following Thanksgiving there was a sleety rain in Boston, which was a slush storm in the states north of us.

The storm caused a lively week end in winter accessories.

Insurance companies are passing out motor meters, sirens, tail lights and other parts freely just now to their customers, and these are not Christmas gifts, but replacement parts resulting from the activities of what appears to be a large and well-organized gang of thieves that specialize on parts. More than 100 complaints were received by the police over the holidays concerning the activity of this gang. Nothing detachable that is also salable is passed up by these thieving operators.

As winter approaches the battery shops are going better. Each week sees more subscribers to regular battery service.

Because November and October were unusually good months, due to the general prosperity in this section of the country and the fine weather, dealers look for a record-breaking December in all lines of accessories.

WINDOW DISPLAYS AID IN SALE OF ACCESSORIES

Massillon, O., Dec. 2.—With industrial conditions the best in many months, auto accessory merchandising is enjoying the most activity in more than a year, a survey of the leading downtown retailers last week disclosed.

Mack McGregor, manager of the E. & J. Motor Supply Company, one of the largest accessory stores here, said sales now were running approximately \$1,500 ahead of the same period a year ago.

"There has been an unprecedented demand for auto accessories in the past six months, with no waning of interest as the winter months approach," he said. "It looks like the biggest holiday season in the history of the store."

Anti-freeze fluid, blankets, rad-

States	Ajax	Apper- son	Auburn	Buick	Cadillac	Chand- ler	Chev- rolet	Chrysler	Cleve- land	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hup- mobile	Jewett	Jordan	Kissell	States
Alabama				6	2	10	11					8	4	40					4	6				Alabama	
Arkansas	2		17	4	68	22						37	34	29	1	747	1			8	1				Arkansas
Idaho	1		6	1	16	3						2	5	73					1	1	1			Idaho	
Kansas	2		27	1	27	6						7	10	170					2	1	1			Kansas	
Louisiana	1		22	2	1	70	19	4				44	1	29	4	687				12	2	1			Louisiana
Maryland	1		48	5	4	75	21	4				1	18	21	3	335	4		1	11	9	1	6	Maryland	
Montana				1		6	3					2	1	11						2					Montana
Nebraska			15	1	2	23	7					6	2	133					2			1	1	Nebraska	
N. Hamp.	1		1	10	2	14	1					5	20	89	1				6					1	N. Hamp.
N. Carolina			48	5	121	27						48	41	773	2				25	3	1			N. Carolina	
N. Dakota	1		1	12		49	9	2				2	1	5	301				1	3	2	2		N. Dakota	
Oregon	9		1	48	5	96	15	3				24	30	360	1				15	2	2			Oregon	
S. Carolina			30		66	12						20	20	368	2				16	1	1	1		S. Carolina	
S. Dakota	3		28	3	75	12						24	17	308					3	1				S. Dakota	
Texas	9		113	8	3	419	86	1				131	3	82	12110	3	1	1	46	16	5			Texas	
Utah	2		9	1	1	20	8					1	8	6	76				3	4	3			Utah	
Wash'gton	1		30	3	53	16						12	20	142					1	15	5	5		Wash'gton	
W. Virginia			14	4	2	24	3	2				3	3	6	127				2	1		1		W. Virginia	
Wyoming			3		3	3												12						Wyoming	

NEW CAR REGISTRATIONS FOR WE

LATEST MONTHLY NEW CAR

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted, the figures are

States	Ajax	Apper- son	Auburn	Buick	Cadillac	Chand- ler	Chev- rolet	Chrysler	Cleve- land	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hup- mobile	Jewett	Jordan	Kissell	States
Alabama	3		291	25	14	722	153	4				258	1	193	15	3242	4		1	97	16	9		Alabama	
Arizona	11		70	6	126	38	2					67	1	18	228	2	1		24	12	12			Arizona	
Arkansas	5		92	10	350	57	1					190	7	36	17	1760	9		3	45	25	2	1	Arkansas	
California	158	10	48	1631	251	63	2212	836	70	1		1421	26	1838	46	4090	53	34	1	1103	124	423	100	15	California
*Colorado	5		148	9	4	404	86	4				178	9	104	11	574	2	8		54	16	25	2		Colorado
Conn'ticut	8		12	353	64	7	325	206	5	1		167	1	238	13	564	27	4	1	130	55	38	11	7	Conn'ticut
Delaware	1		62	12	1	47	23					5	24	1	202	3			7					Delaware	
Florida			78	40	12	102	131	4				159	1	87	16	277	6	1	1	102	34	24	44		Florida
Georgia	14		228	22		419	101					157		85	10	2653	14			66	10	6	4		Georgia
Idaho	10		50	2	1	178	21	1				66	7	29	1	325	3			9	6	10			Idaho
Illinois	103	1	51	836	122	21	1497	381	34	5	16	531	6	529	40	3945	26	10	8	259	83	104	82	9	Illinois
Indiana	36		21	430	31	6	745	253	28	6		278	3	352	19	3439	11	2	5	127	48	43	23	5	Indiana
Iowa	15		7	439	36	12	1188	192	15			281	4	343	16	3628	6	3	4	136	30	45	5	5	Iowa
Kansas	34		181	15	2	503	185	13				227	1	233	2	1428	3	2	2	106	20	18	2		Kansas
Kentucky	9		4	116	22	8	347	92	4			133	9	103	12	1645	7	1	60	20	9	4		Kentucky	
Louisiana	8			87	12	7	585	102	8			158	2	161	28	2873	2			1	44	6	6		Louisiana
Maine			5	263	37	14	224	62	9			94	3	165	5	450	11	1	103	16	15	1	2		Maine
Maryland	14		208	21	7	436	116	6	1			92	2	105	28	1176	7	4	80	18	12	23		Maryland	
Mass'sets	17	2	15	869	95	37	411	322	35	5		264	13	604	7										

FOR WEEK ENDED NOVEMBER 21, 1925

Kissell	States	Lincoln	Marmon	Moon	Nash	Oakland	Olds-	mobile	Overland	Packard	Paige	Peerless	Pierce-	Arrow	Reo	Ricken-	becker	Rollin	Star	Stearns-	Knight	Stude-	baker	Stutz	Velle	Wills	Ste Claire	Willys-	Knight	Miscella-	neous	Totals	States
	Alabama	2			8				3										3											115	Alabama		
	Arkansas	1		1	7	9	6	27	1										54	13										1062	Arkansas		
	Idaho			3	3	5	7												10	1										141	Idaho		
	Kansas			6	6	2	8												3	3										283	Kansas		
	Louisiana	1			16	1	9	16	4										8	17										979	Louisiana		
	Maryland	1	3	12	5	15	21	4			5	2	1	1					13	11										670	Maryland		
	Montana							1											3											32	Montana		
	Nebraska	1			1	4	7		1										1	8										218	Nebraska		
1	N. Hamp.			5	4	1	12	1											2	3	7									190	N. Hamp.		
	N. Carolina	1		15	1	5	13	7	1										2	6	10									1161	N. Carolina		
	N. Dakota			7	5	13	29												1	5										454	N. Dakota		
	Oregon	1		4	2	10	19	31	1										36	28	2									755	Oregon		
	S. Carolina			3	1	3	3	3											6	8										567	S. Carolina		
	S. Dakota	1		7	4	16	25		1										1	7	9									549	S. Dakota		
	Texas	2	3	38	7	21	89	9		1	3	4							101	53										3387	Texas		
	Utah	3	4	1	9	6	2												1	11	8									188	Utah		
	Wash'gton	3	1	7	7	10	10	7		1	3	2							15	15	2								407	Wash'gton			
	W. Virginia			5	2	5	3												1	7	8									225	W. Virginia		
	Wyoming				1		1												1											24	Wyoming		

CAR REGISTRATION STATISTICS

The figures are those of October, 1925. In the cases of Mississippi, Nevada, New Jersey and Tennessee registration figures are not available at this time.

Kissell	States	Lincoln	Marmon	Moon	Nash	Oakland	Olds-	mobile	Overland	Packard	Paige	Peerless	Pierce-	Arrow	Reo	Ricken-	becker	Rollin	Star	Stearns-	Knight	Stude-	baker	Stutz	Velle	Wills	Ste Claire	Willys-	Knight	Miscella-	neous	Totals	States
	Alabama	4	3	1	80	1	28	96	26	4						11			37	129										5521	Alabama		
	Arizona	1	8	12	14	18	32	5			1					1			70	37										834	Arizona		
	Arkansas	6	3	31	24	25	127	6	2		2	3	7			288		93					2	13	4						3273	Arkansas	
15	California	43	47	112	615	395	318	561	232	18	33	80	72	61	13	1083	8	1020	11	24	10	323	151								19685	California	
	Colorado	2	5	50	17	22	96	33	2	4	4	6	14			245	3	105	3	8										2303	Colorado		
7	Conn'cticut	7	10	5	86	74	53	121	68	3	5	19	31	11	4	32	5	149	1	6	7	49	40								3013	Conn'cticut	
	Delaware			5	8	3	22	11			1	1				7		10						2	6	1					468	Delaware	
	Florida	24	18	2	108	14	20	91	18	8	3	10	17	5		23		144	1	4	9	85	6							1729	Florida		
	Georgia	10	3	2	77	20	26	39	22			4	6	5		62	3	87				2	26	8						4191	Georgia		
	Idaho			13	10	25	67	3				4	2	1	115		22													993	Idaho		
9	Illinois	34	24	27	274	486	177	593	171	19	8	27	76	27	11	229	8	375	15	36	14	243	69							11650	Illinois		
5	Indiana	9	14	7	142	143	166	538	28	3	2	3	17	14	6	85		221	4	7									7419	Indiana			
8	Iowa	7	1	10	97	63	78	443	36	1	3	1	21	20	1	164	2	166		28									7622	Iowa			
	Kansas	4	4	7	55	65	36	215	10	1	5	14	14	5		171		128		3		26	15						3740	Kansas			
	Kentucky	5		2	40	33	37	113	12	3		2	11			54		74	1		1	27	7						3027	Kentucky			
1	Louisiana	3	1	6	77	21	43	161	24	3		6	3		161		88		1	1	54	3							4743	Louisiana			
2	Maine	2	9	1	52	16	29	105	21	4	2	2	26	7		28		132		6		31	21						1974	Maine			
	Maryland	4	9	2	61	19	48	142	36			13	2	3	4	2	59	4	73	3	3	4	31	40						2918	Maryland		
2	Mass'setts	19	24	10	269	99	97	238	90	21	32	41	100	31	18	60	14	250	13	26	14	95	104							6942	Mass'setts		
11	Michigan	34	20	13	232	474	274	713	109	33	16	9	78	32	4	295</td																	

Financial News of the Automotive Industry

CRUDE OIL YIELD SHRINKS FURTHER

Daily Average Output 2,045,250 Barrels in Week Ended Nov. 28

NEW YORK, Dec. 2.—The American Petroleum Institute estimates that the daily average gross crude oil production in the United States for the week ended November 28 was 2,045,250 barrels, as compared with 2,051,850 barrels for the preceding week, a decrease of 6,600 barrels. The daily average production east of California was 1,408,250 barrels, as compared with 1,412,850 barrels, a decrease of 4,600 barrels.

The estimated daily average gross production of the Mid-Continent field, including Oklahoma, Kansas, North, East Central, West Central and Southwest Texas, North Louisiana and Arkansas, for the week ended November 28, was 1,109,850 barrels, as compared with 1,112,550 barrels for the preceding week, a decrease of 2,700 barrels. The Mid-Continent production, excluding Smackover, Arkansas, heavy oil, was 937,200 barrels, as compared with 946,800 barrels, a decrease of 9,600 barrels.

Receipts of California oil (crude and refined) at Atlantic and Gulf Coast ports for the week ended November 28 totaled 314,000 barrels, a daily average of 44,857 barrels, against 659,000 barrels, a daily average of 94,143 barrels, for the week ended November 21, and a daily average of 52,429 barrels for the four weeks ended November 28.

Imports of petroleum (crude and refined oils) at the principal United States ports for the week ended November 28 totaled 1,139,000 barrels, a daily average of 162,714 barrels, compared with 1,005,000 barrels, a daily average of 143,571 barrels for the week ended November 21, and a daily average of 156,750 barrels for the four weeks ended November 28.

The Gulf Refining Company has raised the price of gasoline 1 cent a gallon in Boston, meeting the advance of the Standard Oil Company of New York.

Regardless of the fact that the heavy gasoline consuming season is virtually over, refiners are very reluctant to offer gasoline for January forward delivery.

Cut Auto Liability Rates in Chicago

NEW YORK, Dec. 2.—Automobile public liability insurance and property damage rates in the Chicago district have been materially reduced. Only private passenger cars are affected by the reduction. These rates on the larger cars are cut \$10 to \$12. The average reduction in liability rates, however, is only about \$3 a car, with the same average reduction for property damage.

GASOLINE PRICE RISE CONTINUES

Refiners Reluctant to Offer Product for January Delivery

NEW YORK, Dec. 2.—Further increases in the price of gasoline have been announced. The latest increase is in Connecticut, where the Standard Oil Company, the Atlantic Refining Company, the Texaco Company and other large companies have added one cent a gallon to the tank wagon price of 16 cents.

The advance had been expected. Gasoline prices, which have been on the decline since early August, have stiffened in most parts of the country. The advances are coming later this year than in 1924, when fall increases began about November 1.

The Gulf Refining Company has raised the price of gasoline 1 cent a gallon in Boston, meeting the advance of the Standard Oil Company of New York.

Regardless of the fact that the heavy gasoline consuming season is virtually over, refiners are very reluctant to offer gasoline for January forward delivery.

Oil Board Denies It Issued Report

Washington, Dec. 2.—The Federal Oil Conservation Board has denied published reports to the effect that it had reached the conclusion that the nation's oil supply would be exhausted in seven years and that drastic recommendations would be made to the president. Secretary Hubert Work, chairman, states that the board has reached no conclusions, decided on no recommendations, "and, in fact, has not yet considered any of the material supplied the board by the oil industry." The Federal Oil Board.

TO OUR READERS
The Automotive Daily News is prepared to furnish information concerning the financial position, earning power and dividend basis of companies in the automotive industry. It will not undertake, however, to advise prospective investors as to the merits of any particular security. Requests for information relating to the assets, income, yield on stock or bond issues, etc., should be addressed to the Financial Editor, Automotive Daily News, 25 City Hall Place, New York, N. Y.

Chandler and Cleveland To Merge, Bankers Hear

NEW YORK, Dec. 2.—Banking circles hear that plans are being forwarded looking toward the merger of the Chandler Motor Car Company and the Cleveland Automobile Company, according to Dow, Jones & Co. The grouping is expected to be accomplished through a new holding company which will acquire the stocks of the Chandler and Cleveland companies in exchange for its own stock. As the principal Chandler holders are the large interests in Cleveland, it is expected that the merger will go through shortly.

As presently outlined, the plan calls for the new Chandler-Cleveland holding company to exchange on a share for share basis a prefer-

ence stock for Chandler Motor stock. Preference stock is to have a conversion privilege into common shares of the new company and will probably carry a \$4 annual dividend basis.

Exchange of Cleveland Automobile stock probably will be on a share for share basis for common stock of the new holding company.

An additional amount of the new company's preference stock will be issued, probably publicly, to retire at 105 the Cleveland Automobile's \$1,187,300 of 8 per cent. preferred stock.

Neither of the companies has any tank loans so that the new company would start off with a good cash treasury position.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925							Net	
High	Low	Div.		Sales	High	Low	Close	Change
20	13	...	Advance Rumely	100	18 1/2	18 1/2	18 1/2	+ 1/2
15 1/2	10	...	Ajax Rubber	2,300	10 1/2	10 1/2	10 1/2	—
54 1/2	71 1/2	8	Allis-Chalmers	700	89 1/2	89	89 1/2	+ 1/2
26 1/2	26 1/2	...	Am. Bosch Magneto	2,000	26 1/2	32	32	—
20	11 1/2	1	Am-La France	2,700	15 1/2	15 1/2	15 1/2	—
44 1/2	27 1/2	1.50	Briggs Mfg. Co.	2,700	33	32 1/2	32 1/2	+ 1/2
52	27 1/2	3	Chandler Motor	12,900	48	44 1/2	46 1/2	+ 1/2
25 1/2	108 1/2	...	Chrysler Corp.	10,200	189 1/2	184	186 1/2	+ 1/2
111 1/2	100 1/2	8	Chrysler Corp. pf.	1,000	108 1/2	106	106	—
15 1/2	8 1/2	...	Continental Motors	1,500	11	11 1/2	11 1/2	—
44 1/2	21 1/2	...	Dodge Bros. A.	2,900	46	39 1/2	40	+ 1/2
91 1/2	72 1/2	2	Dodge Bros. pf.	2,000	80 1/2	85 1/2	86 1/2	+ 1/2
28 1/2	10 1/2	2	Elton Axle & Spring	400	28 1/2	25 1/2	25 1/2	+ 1/2
77	60 1/2	4	Electric Motor. Battery	2,100	77	76 1/2	76 1/2	+ 1/2
5 1/2	1 1/2	...	Emerson-Brown	1,000	3 1/2	3 1/2	3 1/2	—
26 1/2	8	...	Emerson-Brown pf.	1,000	24	23	23 1/2	+ 1/2
125	60 1/2	...	Fisher Body	4,700	95 1/2	93 1/2	93 1/2	+ 1/2
23 1/2	10 1/2	...	Fisk Rubber	8,100	21 1/2	21 1/2	21 1/2	—
116 1/2	75 1/2	7	Fisk Rubber 1st pf.	1,700	119 1/2	109	109 1/2	+ 1/2
39 1/2	28 1/2	3 1/2	Gabriel Snubber A.	700	37 1/2	37 1/2	37 1/2	—
149 1/2	64 1/2	12 1/2	General Motors	21,200	114	112 1/2	113 1/2	+ 1/2
114 1/2	102	7	General Motors 7s pf.	1,000	114	114	114	+ 1/2
26 1/2	12 1/2	...	Glidden Co.	2,100	21 1/2	23	23 1/2	+ 1/2
74 1/2	36 1/2	4	Goodrich	1,700	61 1/2	63 1/2	64 1/2	+ 1/2
114 1/2	86 1/2	7	Goodyear T. & R. pf.	200	106 1/2	106 1/2	106 1/2	+ 1/2
108 1/2	103	8	Goodyear T. & R. pf. pf.	200	108	108	108	—
49 1/2	30	3 1/2	Hayes Wheel	700	43 1/2	43 1/2	43 1/2	—
31	14 1/2	1	Hudson Motor Car.	10,800	99	98 1/2	97 1/2	+ 1/2
21	13	.50	Hupmobile	6,500	29 1/2	25 1/2	25 1/2	+ 1/2
60	35 1/2	3	Indian Motorcycle	100	21	21	21	—
2 1/2	12 1/2	...	Jordan Motor Car.	1,400	47	45 1/2	45 1/2	—
25	18	3 1/2	Kelly-Springfield	800	16 1/2	16	16	+ 1/2
21 1/2	12	...	Keystone T. & R.	100	2 1/2	2 1/2	2 1/2	—
42 1/2	17 1/2	2 1/2	Lee Rubber & Tire	100	11 1/2	14 1/2	14 1/2	+ 1/2
48 1/2	192 1/2	16 1/2	Mack Trucks	4,900	213 1/2	209	210	+ 1/2
48 1/2	15	2	Mack Trucks 2d pf.	100	106	106	106	+ 1/2
33	22 1/2	3	Marlin Rockwell	100	25	29	29	+ 1/2
44 1/2	40	3 1/2	Moor Motors	1,600	34	33 1/2	33 1/2	+ 1/2
25	18	3 1/2	Motormoter A	900	42 1/2	41 1/2	41 1/2	+ 1/2
21 1/2	12	...	Motor Wheel Corp.	300	5 1/2	31	31	—
42 1/2	24 1/2	...	Mullins Body	100	16	16	16	—
48 1/2	28 1/2	...	Murray Body	28,600	17 1/2	10	12 1/2	+ 1/2
48 1/2	30 1/2	...	Nash Motors	300	44 1/2	44 1/2	44 1/2	+ 1/2
48 1/2	15	2	Packard Motor Car	3,100	39 1/2	37 1/2	37 1/2	+ 1/2
47 1/2	10 1/2	1 3/4	Paige-Detroit Motor	3,400	25 1/2	25 1/2	25 1/2	+ 1/2
100	43	...	Pierce-Arrow	4,700	36 1/2	35	35 1/2	+ 1/2
18	8	...	Pierce-Arrow pf.	700	90 1/2	89 1/2	89 1/2	+ 1/2
36 1/2	15 1/2	...	Reynolds Spring	500	10 1/2	10 1/2	10 1/2	+ 1/2
84 1/2	55	6 1/2	Spicer Mfg. Co.	500	26 1/2	26 1/2	26 1/2	+ 1/2
89 1/2	61	6	Stewart-Warner Speed	7,500	79	75	75 1/2	+ 3 1/2
68 1/2	41 1/2	6 1/2	Stromberg Carburetor	700	74 1/2	73	74	+ 1/2
59 1/2	37 1/2	4 1/2	Studebaker Co.	3,900	55 1/2	55 1/2	55 1/2	+ 1/2
97 1/2	33 1/2	8	Timken Roller Bear.	200	54	53 1/2	53 1/2	+ 1/2
108 1/2	92 1/2	8	U. S. Rubber	23,200	89 1/2	87 1/2	87 1/2	+ 1/2
164 1/2	57 1/2	4	U. S. Rubber 1st pf.	100	107 1/2	107 1/2	107 1/2	+ 1/2
24 1/2	9 1/2	...	White Motors	5,200	83 1/2	82 1/2	82 1/2	+ 1/2
120	72 1/2	7	Willys-Overland	5,600	27 1/2	26 1/2	27	+ 1/2
48 1/2	22 1/2	.75	Willys-Overland pf.	600	119 1/2	117	117	+ 1/2
100	99	7	Yellow C. & T. B.	1,200	30	29 1/2	29 1/2	+ 1/2
			Yellow C. & T. pf.	300	94	94	94	+ 1/2

The above table shows Tuesday's stock movement, complete.

DETROIT

CLEVELAND

BID ASKED

GUAYULE OFFERS RUBBER SOURCE

Marathon, Tex., Dec. 2.—Crude rubber at the rate of a one ton day is being extracted from wild guayule shrubs at the plant here of the Border Rubber Company, subsidiary of the Thomas T. Wilson Company, Inc., of New York. Constructed in 1905, the plant was operated almost continuously for about nine years.

Wild guayule shrubs in this part of the upper Rio Grande border region became exhausted and it was not until last July that operation of the industry was renewed. Meanwhile a new growth of the rubber-producing shrub had sprung up and there is enough raw material to keep the factory running for several years.

Though crude gu

Tire Business Settles Down to Winter Weather

TOPEKA, Kan., Dec. 2.—Tire business has settled down to a steady weekly volume which dealers expect will be maintained for the rest of the winter unless unusually severe weather is experienced.

There can be expected nothing else than a slump in the new tire business, with an increase in the repair part of their trade.

The 1926 winter season will show about 5 per cent. better volume than last winter, according to some of the leading dealers. This, they declare, is due to the increase in the sale of new cars and particularly to the heavy increase in the used car business.

"The tourist trade is not entirely shut off because of colder weather," declared E. C. Eklund of the Topeka Tire Company, Kelly-Springfield distributor. "There still is a trickle of the trade left, with good hotels all along the route to the coast. Soon all-year cross-country travel will be the rule instead of the exception."

LONG BEACH

Long Beach, Cal., Dec. 2.—Tire dealers in this territory report that sales are increasing generally, with several contributing factors stimulating trade. The opening of new paved highways has done much to increase pleasure motoring with a resultant demand for tires. Some dealers state that high-pressure lines are selling rapidly to tourists who have arrived from other states, and who are compelled to replace worn-out rubber with new.

The demand for both casings and tubes in sizes 30x3½ and 32x4 has been so heavy that some dealers are finding their stocks depleted.

According to C. L. Clapp, local dealer for Diamond products, the demand for high pressures the past week has been far ahead of previous weeks, while balloons have shown a slight decrease. Tubes have also been moving steadily. Clapp reports, with sales approximately two tubes to one casing.

AKRON

Akron, O., Dec. 2.—A review of the tire situation in this city shows a general slowing up of sales after a fine fall selling season. September was a surprise in sales volume, as the total exceeded the general expectations. October also saw an increase and November held out high hopes to the dealers that buying would continue at the same high pitch. Last week, however, seemed to be the beginning of the seasonal decline that all dealers expect at this time of year.

Fred Cook of Cook Brothers Tire Sales reports his truck tire business as being the biggest end of his sales during the last few months. He maintains a mailing list of 450 accounts which he follows up closely at all times. His truck business runs about 75 per cent. pneumatic tires to 25 per cent. solids. Cook expects things to be quiet until the first of the year, when the tire business again picks up in increasing volume through the spring months.

Ray Purviance of the Ceylon Tire and Rubber Company, distributor for the General Tires, has found sales better this month up until this week when things quieted down. His business runs about fifty-fifty in passenger and truck tires, although what variance there may be is in favor of the commercial types. When questioned on his position on the spring dating plan, Purviance declared that the system of spring dating, in his opinion, was wrong, inasmuch as it demoralizes the tire business whenever some dealer finds himself loaded up with more tires than he can sell.

TOLEDO

Toledo, Dec. 2.—Tire sales have been exceedingly active during the past few weeks.

John Gillespie of the Gillespie-Curtin & Alter Company, largest

Goodyear dealer in the Toledo area, reports a 25 per cent. increase in the past week. In units the company has run ahead of last year and in cash volume the gains are large. Truck tires are not moving in keeping with the gains in truck sales, and are barely even with last year at this place. Tire repair business is active.

The Kelly-Springfield dealer in Toledo, the Mechanical Appliance and Supply Company, reports business very active. Here, it was reported that truck tires are not moving as they should. Pneumatics of the high pressure type for commercial cars of the Ford, Dodge, Overland and Chevrolet types are the best sellers. There seems to have been a lull in the sale of balloons. Tubes are slow, too.

The Arbogast Tire and Supply Company, retail only, reports the largest gain of any in the sale of pneumatic tires. W. S. Arbogast of the company said his tire business for the year has doubled. There has been a slight slowing up in November but the month is 75 per cent. ahead of a year ago, he said.

COLUMBUS

Columbus, O., Dec. 2 (U. T. P. S.)—With weather conditions favorable to a good tire sale in the Buckeye capital most of last week, quite a number of both casings and tubes were disposed of in both balloon and high pressure types. Dealers in Columbus are well pleased with the way business has been coming in.

The price situation here has not had much effect upon the buying public. Repair bills have been much higher and dealers operating repair shops have noticed a decided increase in this business. Quite a number of consumers are having old tires and tubes fixed rather than buy new ones.

Local dealers report business during the past week about on an equal with that of the week before. An increased of about 25 per cent. in the amount of business done in November has been noticed against that of the same month in 1924. October of this year was the biggest month since January, according to a report received from the Columbus branch of the I. J. Cooper Rubber Company, distributor for Cooper tires in thirty-eight counties outside of Columbus. November would have been almost as good had it not been for the holiday. P. C. Trump, manager of the Cooper company, expects his December business to be even greater than that transacted in October.

Balloon tires have the margin over high pressure pneumatics, according to reports received, which reveal that between 50 and 60 per cent. of the business at present is in balloon tires, while the balance is high pressure pneumatics. Stocks are normal and compare about equally with stocks of last year.

NEWCASTLE

Newcastle, Ind., Dec. 2 (U. T. P. S.)—According to local tire dealers, very little increase or decrease was noted in the number of sales this week over last.

The number of tires sold in November was far less than in November, 1924, although the income is about the same, according to local concerns. This is caused by the increased prices in tires.

The sale of balloon tires is still holding up. About 50 per cent. of the tire sales here are balloons.

In the sale of tubes it is noted that the cheaper grades are proving by far the best sellers at the present time. The present stock of tires and tubes is about normal.

PLAN NEW ADDITION FOR CAPITAL PLANT AT SALEM

Salem, Ore., Dec. 2.—H. Steinbock, manager of the Capital Tire Manufacturing Company of Salem, has announced his intention of expanding his business here. He has applied to the city council for a permit to erect a \$25,000 addition to his plant. Plans now under consideration call for a half-block building. The tire factory and wholesaling department will be housed in this building.

The company is now manufacturing the "Oregon Special" tire in all sizes, and employs about twenty-five people. When the new plant is ready to be occupied it is said between forty and fifty persons will be employed. Tire shipments are increasing steadily.

KELLY DISTRIBUTOR

Akron, O., Dec. 2.—The Kelly-Springfield Tire Company has appointed the Ge-Na Tire Sales Company factory distributors of Kelly tires, both wholesale and retail, for Akron and the surrounding territory. W. F. Nagle is president and general manager and F. L. Gehres is secretary and treasurer of the company.

Tire Notes

SECRETARY ON TRIP

Los Angeles, Cal., Dec. 2.—Gordon Williams, secretary of Garfield & Williams, distributors of Beverly cord tires and Miles cord tires, left recently for the East to consult with officials of C. Kenyon & Co., Brooklyn, N. Y., manufacturers of the Beverly cord tire, and to attend the conference of distributors of Miles cord tires at Akron, O. During his absence "Chick" Blakesley will be in charge of the local corporation.

BRANCH MANAGER

Evansville, Ind., Dec. 2.—Grandal Smock, formerly with the United States Tire and Rubber Company's wholesale branch in Terre Haute, Ind., has been transferred to the local tire distribution branch as office manager.

MILES LINE ADDED

Kansas City, Dec. 2.—The Johnston G. Craig Sales Company, distributor in Western Missouri and Kansas of Ford specialties, has added the Miles tires to its line. The company does a wholesale business only.

Rubber Imports Double in Cost

Special from A. D. N. Washington Bureau

Washington, Dec. 2.—The United States imported 33,519 long tons of crude rubber in October at an average price of 64 cents a pound as contrasted with a price of 30 cents last January, which indicates the basic factor in the increase in the selling price of tires and tubes in the last six months.

The gross imports in October amounted to 34,651 long tons, but by deducting re-exports of 1,132 tons the net is seen to be 33,519. Of the amount re-exported Canada took 2,387,063 pounds; Belgium, 2,300 pounds; France, 31,544 pounds; Germany, 85,200 pounds; Italy, 20,112; Mexico, 100 pounds; Cuba, 8,812; and Australia, 1,287 pounds.

Net imports in the first nine months of this year amounted to 274,062 long tons, and net imports for the first ten months are accordingly reported at 307,581 long tons, these figures being subject to revision.



Certain Territories Now Challenge Your Attention—

It is now conceded throughout the industry that the new Wills Sainte Claire Six is going to make history in the fine car market.

Facts and figures already in our possession prove this beyond the shadow of a doubt.

Built in a variety of exquisite body styles, and representing a brilliant advance over previous high-powered design, the new Six has inspired the faith and caught the fancy of smart buyers everywhere.

Production is amply gauged to meet this situation—and keep abreast of the future.

Harrisburg, for Instance

Harrisburg, Capitol of Pennsylvania and prosperous manufacturing city, is the center of a rich potential market for Wills Sainte Claire Motor Cars. With nearly 15,000 income tax-payers on record, and less than 5,000 cars costing over a thousand dollars in this territory, the possibilities for the right organization are exceptionally interesting.

WILLS SAINTE CLAIRE, INC.

Marysville, Mich.



TO TEST OREGON TRUCK TAX LAW

PORLTAND, ORE., Dec. 2.—Several thousand commercial motor vehicles in this state are interested directly in the suit filed in the State Supreme Court attacking the constitutionality of the recently enacted law imposing a 50 per cent. additional license tax on certain classes of commercial vehicles.

Action was brought in the name of Clyde Evans, Earl Bunting and Edward W. Finzler. Clyde Evans is the secretary of the Travelers' Protective Association, which is sponsoring the suit seeking a writ of mandamus to require the secretary of state to issue a 1926 license without the payment of the additional tax.

The law in controversy provides that commercial vehicles delivering goods in a radius of more than five and one-half miles from the limits of an incorporated town must pay an added tax of 50 per cent. of their normal license fee. Between \$250,000 and \$500,000 in fees is affected, which under the act would be added to the income of the state.

Owners in this motor vehicle class complain that under this law, a car used for a commercial purpose, such as soliciting advertising, or delivery of small articles, is subject to the extra tax when it travels over state highways five and one-half miles from the place of business; yet a heavy car, hauling heavy commodities and traveling but five miles outside an incorporated city, is not subject to the tax. Farm trucks are not affected, as they were not excluded from the classification of commercial delivery when this act was passed in the 1925 Legislature.

Steps have been taken to expedite the hearing in order that

More Tractors Bought By Farmers in Kansas

Kansas City, Dec. 2.—Kansas farmers have purchased more than 1,200 tractors so far this year, according to figures compiled by the Kansas State Board of Agriculture. The statistics show that more than 26,200 tractors now are in use on Kansas farms, as against approximately 25,000 at the close of 1924. Prosperity of the farmers of the state also is reflected in the increase in the number of automobiles owned by them. The complete figures will be available soon.

TRACTOR COMPANY HAS GOOD EXPORT BUSINESS

Rockford, Ill., Dec. 2.—The Emerson-Brantingham Tractor Company here reports a heavy export demand for its product, chiefly from Africa, South America and Asiatic countries south of the equator. A large number of machines have been sold to Russia. The company announces that the branch plant at Waynesboro, Mass., had been closed and the machinery and other supplies shipped to this city, all manufacturing activities to be centralized here. The total business for 1925 to date is far ahead of that in 1924.

A decision to be reached before the time expires for application for 1926 licenses. The case will be heard before the entire Supreme Court sitting en banc.

Truck and bus operators were dissatisfied with the automotive legislation passed during the 1925 session and with recent decisions of the Oregon Highway Commission. As a result a number of constitutionality test suits have been brought.

Auto Transp. Co. Gross Is \$5,095,610

Olympia, Wash., Dec. 2.—Compilations based on reported earnings of certified auto transportation companies operating in this state now in the hands of sub-committees of the State House and Senate Roads and Bridges Committee show that 265 certified carriers, including 136 passenger lines, ninety-seven freight lines and twenty-seven combined passenger freight lines received total gross revenues aggregating \$5,095,610 in 1924.

Gross operating expenses were given as \$4,776,854; taxes and fees, \$190,800, and uncollectible revenue of \$3,998, making a total deduction from revenue of \$4,931,664, and leaving a net operating income of \$163,965 based on fixed capital of \$5,269,514, as reported by the companies.

The average rate of return for all auto transportation companies was placed at 3.11 per cent.

The figures were obtained from annual reports filed with the State Department of Public Works by the companies.

The information will be used in connection with possible legislation to tax motor vehicle operations in this state.

PENN BEACH BUS LINE

Philadelphia, Dec. 2.—Penn Beach has grown so important to property owners and property buyers that a direct bus line has just been established between Philadelphia and the growing resort opposite Newcastle, Del., that gives promise of developing into a second Atlantic City. The buses will be operated especially to take care of the Sunday crowds and will leave every Sunday morning at 9 o'clock from in front of the Philadelphia Record Building and start the return trip at 7 o'clock Sunday night.

Truck Total 200,000 In 4 Midwest States

Minneapolis, Wash., Dec. 2.—As the farmer finds he can market to better advantage by truck, the number of trucks is increasing in the Middle West and today there are nearly 200,000 motor trucks in Minnesota, Iowa, North Dakota and Nebraska, according to registration in these states.

Minnesota has 43,296 trucks; Iowa, 45,000; North Dakota, 10,802; and Nebraska, 97,000. More trucks are used on farms in Minnesota and North Dakota than in the cities and towns, according to the reports.

BUS AND TROLLEY TRIED ON PUBLIC

CLEVELAND, Dec. 2.—Street railway operations and motor coach manufacturing are likely to be widely affected by a ninety-day test to be inaugurated by John J. Stanley, president of the Cleveland Railway Company.

Stanley obtained permission from officials of Cleveland Heights, a suburb, to operate an experimental line of double-decker, six-wheel "Safeway" coaches from downtown Cleveland to the neighboring suburb to test whether car riders can be won away from trolley cars and into buses.

If the experiment is successful and riders register a preference for bus service, Stanley will seek permission to abandon trolley lines and to substitute double-deck buses on all lines where trolley operation is now being conducted at a loss. Sixteen of the thirty-seven lines in the city are in this category.

The city council is considering amendments to the service-at-cost agreement with the company to permit it to rehabilitate its finances, with the prospect of a fare increase in the near future in sight.

Stanley also proposes, if he obtains the necessary permission, to retain trolley cars on main trunk lines only for express service, and to put buses into operation for local service on these thoroughfares.

The first full month of operation of the feeder line buses showed the lines are in excellent condition, Paul Wilson, secretary, said. They showed an income of \$20,080, mileage of 124,616, and average return per bus mile of 16.13 cents. Cost of operation is 30 cents and this figure is not expected to be reached in income for several months, officials said.

CURRENT PRICES OF PASSENGER CAR MODELS

AJAX —6-cyl. 108 W. B.	DAVIS —6-cyl. Model 90. 115 W. B.	JORDAN —8-cyl. 125½ W. B.	NASH —6-cyl. Advanced. 121 W. B.	ROAMER —6-cyl. Model 50.
5 Touring \$865/5 Sedan 1,095	5 Phaeton \$1,395/5 Sedan 1,595	5 Touring 2,276/5 Sedan \$2,675	5 Touring \$1,340/5 Sedan \$1,425	4 Sport Tour. \$1,350/5 Coupe 1,395
APPERSON —6-cyl. 120 W. B.	4 Touring 1,495/5 Imp. Sedan 1,795	5 Brougham 2,675/7 Sedan 2,925	2 Roadster 1,375/5	2 Busi. Coupe. 1,295/5 Sedan De L. 1,595
5 Touring \$1,675/5 Sedan 2,100	4 Roadster 1,495/5 Berlin. 1,795	5 Touring 2,675/7 Sedan 2,925	4 Tourer \$2,985/2 Special Speed. \$3,485	ROAMER —4-75-E. Duesenberg Model.
4 Coupe 1,650/5 Brougham 1,650	5 Phaeton 1,695/5 Sedan 1,895	5 Touring 2,675/7 Sedan 2,925	4 Sport 3,285	4 Tourer \$2,985/2
APPERSON —Straight 8-cyl. 130 W. B.	4 Roadster 1,795/5 Imp. Sedan 2,095	5 Coach 1,695/5 Sedan 1,895	5 Coach 1,095/5 Land. Sedan 2,095	5 Coupe 3,285
6 Touring \$1,995/5 Brougham 2,450	5 Phaeton 1,895/5 Cabriolet 2,095	5 Coach 1,795/5 Sedan 2,095	5 Coach 1,095/5 Land. Sedan 2,095	ROLLIN —4-cyl. 112 W. B.
4 Coupe 1,950/5 Sedan 2,495	2 Roadster 1,895/5 Brougham 2,095	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Coach 1,095/5 Sedan 2,095	3 Coupe 1,325/5 Brougham 1,455
AUBURN —6-cyl. Model 66. 120 W. B.	5 Sedan 1,995/5 De L. Sedan. 2,195	5 Brougham 1,695/4 Enc. Speed. 2,185	5 Coach 1,095/5 Sedan 2,095	STAR —4-cyl. 102 W. B.
6 Touring \$1,395/5 Sedan 1,895	5 Coach 1,895/5 De L. Sedan. 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Coach 1,095/5 Sedan 2,095	5 Touring \$525/2 Coupe 675
6 Roadster 1,495/5 Brougham 1,595	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	2 Roadster 525/5 2-Door Sedan 1,695	2 Roadster 525/5 2-Door Sedan 1,695
5 W. Sedan 1,845/5 Sedan 1,795	5 Coach 1,895/5 Sedan 2,195	5 Touring 1,795/5 Sedan 2,195	2 Coupster 695/5 Sedan 775	2 Coupster 695/5 Sedan 775
AUBURN —8-cyl. 129 W. B.	5 Sedan 1,895/5 Sedan 2,195	5 Coach 1,795/5 Sedan 2,195	5 Coupe 745 Coach 830	STAR —6-cyl. 112 W. B.
6 Roadster \$1,975/5 Sedan 2,350	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Coupe 745 Coach 830	5 Touring \$1,695/5 Brougham 2,095
6 Touring 1,995/5 W. Sedan 2,400	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Coupe 745 Coach 830	4 Cpe. Coupe. 1,895/5
5 Brougham 2,250/5 7 Sedan 2,550	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Coupe 745 Coach 830	STEADSBURG-KNIGHT —4-cyl. 119 W. B.
BUICK —6-cyl. Standard Six. 114½ W. B.	5 Coach 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Touring \$495/7 Sedan 665	5 Touring \$1,695/5 Brougham 2,095
5 Touring \$1,550/5 Sedan 1,295	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	2 Coupe 625/5 2-Door Sedan 595	4 Cpe. Coupe. 1,895/5
5 Roadster 1,125/5 5 Coach 1,195	5 Coach 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Sedan 625/5 2-Door Sedan 595	STEADSBURG-KNIGHT —6-cyl. 130 W. B.
5 Coupe 1,275/5 Sedan 1,295	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Touring \$2,395/5 Sedan 3,000	5 Touring \$2,495/4 Coupe 2,959
BUICK —6-cyl. Master 6. 120 W. B.	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	2 Roadster 2,495/7 Sedan 3,000	2 Roadster 2,495/7 Sedan 3,000
5 Roadster \$1,250/5 5 Coach 1,295	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Sedan 3,000	Sedan 3,000
5 Touring 1,295/5 Sedan 1,495	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	STEVENS-DURYEA —6-cyl. 138 W. B.	STEVENS-DURYEA —6-cyl. 138 W. B.
BUICK —6-cyl. 128 W. B.	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	7 Touring \$7,500/7 Sedan 10,175	7 Touring \$7,500/7 Sedan 10,175
5 Roadster \$1,495/5 Sedan 1,295	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Coupe 9,000/7 Limousine 10,175	5 Coupe 9,000/7 Limousine 10,175
5 Coupe 1,795/5 C. Club 1,765	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	STUDEBAKER —Standard Six. 113 W. B.	STUDEBAKER —Standard Six. 113 W. B.
CADILLAC —Straight 8-cyl. 132 W. B.	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Phaeton \$1,145/5 Spt. Phaeton. 1,255	5 Phaeton \$1,145/5 Spt. Phaeton. 1,255
5 Brougham \$2,995/5 Sedan 3,195	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	3 Roadster 1,125/5 5 Coach 1,295	3 Roadster 1,125/5 5 Coach 1,295
4 Victoria 3,995/5 Sedan 3,295	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Coach 1,195/5 W. Sedan. 1,395	5 Coach 1,195/5 W. Sedan. 1,395
5 Sedan 3,045/7 Imperial 3,435	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Spt. Roadster. 1,235/5 Sedan 1,495	5 Spt. Roadster. 1,235/5 Sedan 1,495
5 Coach 2,995/5	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Sedan 1,695/5 Sedan 2,195	5 Sedan 1,695/5 Sedan 2,195
CASE —Model 6-cyl. 122 W. B.	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	PAKARD —6-cyl. 121 W. B.	PAKARD —6-cyl. 121 W. B.
5 Touring \$1,495/5 Sedan 1,295	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Touring \$1,875/5 Sedan 2,285	5 Touring \$1,875/5 Sedan 2,285
5 Roadster 1,570/5 Sedan 2,285	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Touring \$2,185/5 Sedan 2,475	5 Touring \$2,185/5 Sedan 2,475
5 Suburban 2,290/5	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Coupe 2,495/5 Sedan 3,000	5 Coupe 2,495/5 Sedan 3,000
CASE —Model J. I. C. 122 W. B.	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Sedan 2,495/5 Sedan 3,000	STEADSBURG-KNIGHT —6-cyl. 130 W. B.
5 Touring \$1,885/5 Suburban 2,480	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Touring \$2,495/4 Coupe 2,959	5 Touring \$2,495/4 Coupe 2,959
5 Roadster 1,840/5 Sedan 2,590	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	2 Roadster 2,495/7 Sedan 3,000	2 Roadster 2,495/7 Sedan 3,000
5 Sport 2,180/5 Brougham 2,690	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Sedan 2,495/7 Sedan 3,000	Sedan 2,495/7 Sedan 3,000
CASE —Model Y. 132 W. B.	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	PAIGE —6-cyl. 131 W. B.	PAIGE —6-cyl. 131 W. B.
5 Touring \$2,225/7 Sedan 2,977	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Touring \$1,875/5 Sedan 2,285	5 Touring \$1,875/5 Sedan 2,285
CASE —Model J. I. C. 122 W. B.	5 Sedan 1,895/5 Sedan 2,195	5 Speedster 1,695/4 Enc. Speed. 2,185	5 Touring \$2,185/5 Sedan 2,475	5 Touring \$2,185/5 Sedan 2,475
5 Touring \$1,885/5 Suburban 2,				

USED CAR SITUATION IMPROVES

Unusual Terms Offered To Clear Heavy Stocks

Closed Models Finding Ready Sales, Dealers Report

NEW YORK, Dec. 2.—General improvement in the used car situation, as compared to the first three weeks of November is revealed in a *Automotive Daily News*.

Intensive merchandising and advertising campaigns are partially responsible for the improved business, dealers admit.

Canton Dealers Offer Attractive Terms

CANTON, O., Dec. 2.—Slight improvement in the used car market was disclosed by interviews this week with leading auto dealers in Canton and immediate district.

The improvement came following heavy use of display advertising stressing used cars at greatly reduced prices, special sales and most any kind of a scheme to move used cars, even offering them at nothing down with payments in ten monthly installments.

Practically all prospective buyers of used cars express preference for closed models, although in past weeks most dealers have been able to move what open jobs they had on hand and in some instances open car sales were in excess of the available supply.

Situation Improves In Long Beach, Cal.

LONG BEACH, CAL., Dec. 2.—The used car situation here is improving week by week, judging from the reports of dealers, who are exercising more judicious buying than they have in the past, resulting in more steady prices, and a much better profit to the dealers.

John W. King of Freeman A. McKenzie's used car department, reports sales of the higher priced models as good, while the small cars, except coupes and sedans, are a little slower this week, due, he says, to the fact that good small cars are almost as high as the same model in a new car.

Mr. King also points out that it is the desire of every car owner to have a bigger car, but being financially unable to buy his desired model in a used car, he buys a new cheap car instead.

Dodges, Buicks and Studebakers are among the best sellers in used cars.

Dealers are optimistic as to the immediate future of the used car market, and generally expect that it will hold up good for many months to come.

Used Car Market Revives in Little Rock

LITTLE ROCK, ARK., Dec. 2.—Good weather and the possibilities of saving a large percentage of the cotton which remained in the field during the month's rain has revived the used car market here to a wonderful extent.

The buyers of used cars in this territory, and especially the smaller cars, such as Ford, Overland, Star and Chevrolet, come from the outlying districts, while those who buy the better class cars are primarily city folks.

Hudson-Essex

W. A. Clubb, manager of the used car department of the Little Rock Motor Car Company, Hud-

How They Do It In Dubuque

DUBUQUE, Ia., Dec. 2.—A wide variety of methods has been tried out by Dubuque automobile dealers to follow up purchasers of used cars who may later become purchasers of new cars. Direct-by-mail advertising literature and personal interviews by salesmen have formed the basis on which most of these methods worked.

The Schrup Motor Car Company, Dodge dealer, recently used a novel form of direct-by-mail advertising to secure names for the prospect list. A list of purchasers of used cars, as well as others believed to be prospective buyers, was compiled, and each prospect was sent a card containing Dodge advertising, and a list of prices. He was asked to check the model in which he was interested, and return it to the Schrup office by mail. Literature containing a minute description of the model in which the prospect expressed interest was then forwarded to him. If this brought no further response, the prospect was then turned over to a salesman, who proceeded to visit him.

The Kline Motor Company, Oakland dealer, keeps a mailing list, including the names of used car buyers, to whom are sent each month colored illustrations of Oakland models in literature containing descriptions and prices. Similar methods have been used by other dealers, the success depending to a great extent upon the manner in which these mail "feathers" have been followed up by personal interviews.

son-Essex dealer, found the market unusually good during November. Cars handled by this company range in price from \$300 to \$900 and he finds a ready market for most that are taken in.

Packard, Hupp

Owen-Hill Motor Company, Packard and Hupp dealer, is experiencing much the same trade. Used cars of the better class, and especially closed models, are finding ready buyers. Large open cars, however, are not moving and it is believed that many dealers here will be compelled to carry large stocks of open cars through the winter.

Overzealous Salesmen Often Spoil Sale

CEDAR RAPIDS, Ia., Dec. 2.—The sun is rising again on the used car situation in Cedar Rapids. Stocks are reduced, with a fair movement of better class cars in both open and closed models being reported.

The Cedar Rapids New and Used Car Exchange, operated for the past year by A. Guinta, has been taken over by Elmer Collicott, who was in the used car business locally some two years ago in the same location as now occupied by the Cedar Rapids New and Used Car Sales Company.

George McEldon, head of the Rude Auto Company used car department, finds the conditions very much improved. His department opened the month with twenty-four used cars on hand. While there are forty on hand today, they have already moved thirty-three this month, with more going every day.

Mr. McEldon feels that the stability of the used car situation is largely dependent upon the new car salesman. Too frequently he tells the customer for a new car what a

Oakland Official Suggests Cure for Used Car Problem

OKLAHOMA CITY, Okla., Dec. 2.—Taking the bugaboo out of the used car sales department and making it a part of the business instead of a problem, is the task faced by M. L. Buck of Pontiac, Mich., director of sales development of the used car department of the Oakland Motor Company.

Buck is touring the country, schooling the Oakland dealers in a new plan which recently has been placed in operation by the Oakland division of General Motors.

Mr. Buck's plan for placing the used car business on an equal footing with new cars begins with the idea of adding dignity and insuring value in the products of that department.

"The day of horse trading, which never was or never will be dignified, is over," said Buck. "We estimate that 80 per cent. of all our new car sales entail a trade in, and that the used car part of our dealers' business amounts to about 50 per cent. of the total volume. But seldom do we find a dealer who devotes more than 10 per cent. of his time, effort or finances to the used car department."

Mr. Buck declared that the first thing to consider, from the dealers' standpoint, in the taking in of a used car, is its resale value. Too often, he said, the dealer starts the trade by offering a ridiculously low price while the prospective customer for a new car demands a high price for the used product, each gradually giving way until a medium is reached which is neither fair to buyer nor dealer.

The Oakland Company, Buck said, has outlined a system of appraisal, by which a used car is appraised from every angle and upon this cost or appraisal sheet there is listed the labor cost which will be necessary to put the car in condition for resale.

"When the seller of the used car sees that he is being dealt with in this manner and that the dealer is endeavoring to give him all the car is worth and going about it in a systematic manner, his opinion and good will feeling for the dealer increase," Mr. Buck said. "He realizes that the dealer must make a legitimate profit if he is to continue in business and it is to the customer's interest that he does so."

After the car is appraised and a value set, Buick said, it usually is a comparatively easy matter for the buyer and seller to come to a sales agreement on a new car.

wonderful used model he has and when the time comes for the used car dealer to appraise the car value he finds the situation embarrassing. In fact, it is so difficult to handle that there are many new car sales lost just because the owner believes he should have a higher trade-in figure for the old car.

Remedy Needed for Newark Situation

NEWARK, N. J., Dec. 2.—The used car situation as it exists today in Newark, N. J., is in a more or less precarious condition, a study of present conditions brings to light.

How to overcome this situation is a vital problem. Some individual dealers have worked out and put into effect various plans with but a small measure of success. Others are practically at their wits' ends to find ways and means to

Dealers Find Intensive Advertising Profitable

Medium Priced Cars Proving Best Sellers

the host of cars that fall in neither of those two classes.

"Like most dealers the low down payments on some cars have hit our used car department, and there is no indication that there will be any immediate recovery from the situation."

Jewett

"Business is about the same now in our used car department as it was a year ago," states F. L. Riley, of the F. L. Riley Corporation, Jewett dealer. "The best prices right now are from \$400 to \$600 for cars in good condition."

Used Car Stock Low in Rochester

ROCHESTER, N. Y., Dec. 2.—Dealers here handling standard makes of automobiles are entering the winter season with a surprisingly low stock of used cars.

Used car sales at which prices were lowered to figures that moved cars quickly were held by a number of dealers in order to eliminate the expense of storage and to guard against the constant depreciation of the stock.

Burch-Buell Motor Corporation has only a half dozen used cars on hand. It expects to sell them all in the country villages nearby. R. D. Burch, president of the corporation, which distributes Star and Durant cars, said yesterday that twenty-five used cars had been sold in the surrounding villages during the past ten days when two men with tents set up outdoor used car salesrooms in two villages about twenty-five miles out of the city.

P. Keating, manager of C. L. Whiting, Inc., Buick distributor, says that the firm sold sixty used cars within the past month. It has few used cars on hand now.

Shewman & Kreppenreck, Velle distributors, find their used cars moving at a good rate in spite of the approach of cold weather.

Addison-Rickenbacker Company, Rickenbacker distributor, auctioned off a used Essex touring car last week and received a number of prospects who were sold other used cars.

Similar optimistic reports regarding the used car business were made by other automobile dealers.

Used Car Sales Hold Up in Salem, Ore.

SALEM, ORE., Dec. 2.—A canvass of automobile dealers here brings the conclusion that used car sales are at least up to last week's mark, if not better. Closed models, of course, are moving much more steadily than the open cars and small machines find a much more ready sale than heavier cars.

Chevrolet

The Newton-Chevrolet Company reports sales in the used car department are keeping up well despite the inclement weather. A sales campaign is being put over and prices are reduced to bed-rock levels. The company has a large stock of cars on hand but does a quick turn-over business.

Knight, Overland, Oakland

Vick Brothers, Willys-Knight, Overland and Oakland distributors, also report good sales in used cars. They do not take heavy models in trades and endeavor at this time of year to take in closed cars as much as possible. Their light cars sell readily, they report.

Personal Paragraphs

BUTLER DISTRICT CHIEF

Portland, Me., Dec. 2.—Herbert A. Butler of this city has just been made district manager of the Locomobile Company of America and will make his headquarters here. He will cover all the New England states and several others. He has been in the oil business for many years, the last ten of which have been spent in Portland.

MORGAN IN FLORIDA

Newark, N. J., Dec. 2.—Senator W. J. Morgan, president of the Morgan Motor Car Company of this city, is spending a few weeks vacationing in Florida.

SANFORD ON VISIT

Evansville, Ind., Dec. 2.—C. W. Sanford, superintendent of the local Hercules corporation plant, manufacturing Ford, Chevrolet and Graham truck bodies, is making a business trip to Cleveland and Eastern points.

HISSEM TAKING COURSE

Spokane, Wash., Dec. 2.—W. Dae Hissem, service manager of the March - Strickle Motor Company, Duran and Star distributor here, is taking a month's course in servicing methods at the factory in Oakland, Cal.

WARDEN IN COAST JOB

San Francisco, Dec. 2.—James Warden, Jr., has been placed in charge of the new Ajax sales headquarters on the local auto row, it is announced by Charles A. Penfield, sales manager of the Pacific Nash Motor Company, Northern California-Ajax distributors.

GERST AND KAIL WIN

Seattle, Wash., Dec. 2 (U. T. P. S.)—Phil Gerst and Jack Kail, salesmen for the Edward Roesch Company, local distributors, were prize winners in the sales contest conducted by the Velie Motors Company during the month of October, it has just been announced.

ROY WHITCOMB MARRIES

Albert Lea, Minn., Dec. 2.—Roy H. Whitcomb, Chrysler salesman with the Johnson Motor Company of this city, has married Miss Mary Elizabeth Connors of Albert Lea.

VANDENBERG TO MARRY

Springfield, Ill., Dec. 2.—The marriage of Henry J. Vandenberg of Tampa, Fla., where he is associated with the Hudson and Essex dealer, and formerly of the Hatcher Automobile Company of this city, to Miss Edna Chandler of this city will take place here December 10 in the West Side Christian Church.

DEALERS MAKE IMPROVEMENTS

Reports Show No End To Building Activity In Industry

New York, Dec. 2.—Additional reports from all sections of the country indicate no end to the construction activity in the automotive industry. Many dealers are enlarging or improving their sales quarters and in numerous instances they are erecting new buildings for their exclusive use.

\$80,000 HOME RISING

Chicago, Dec. 2.—By January 1 the Jackson Park Buick Company of 7134 Stony Island Ave., will take possession of new quarters now under construction at 69th Street and Stony Island Avenue. The building will be one of the largest automobile showrooms and service stations in the city. It will cost more than \$80,000.

IN NEW QUARTERS

Duluth, Dec. 2.—H. C. Johnson, distributor of Peerless cars for Duluth and the range, has moved into his new sales headquarters at 228 East Superior St.

BUILDING SALES HOME

Jackson, Miss., Dec. 2.—Sellers, Inc., is erecting a brick and tile building on South State Street, to be used for its Cadillac business.

NEW CHEVROLET SPACE

Los Angeles, Dec. 2.—The largest one floor sales and service establishment in Los Angeles devoted exclusively to Chevrolet is now claimed by Winslow B. Felix, dealer at 11th and Olive Streets, following the recent addition of a new building adjoining his salesroom.

TO CONSTRUCT SALESROOM

Buffalo, N. Y., Dec. 2.—The Angert Auto Wrecking Company, this city, will build a new salesroom in Elk Street.

IN LARGER QUARTERS

Springfield, Ill., Dec. 2.—Requiring more room, the Capitol Auto Company, distributor of the Chrysler car, has moved to 422 South 4th St.

BUILDING READY SOON

Hartford, Conn., Dec. 2.—F. W. Williams, Inc., 376 Main St., distributor of Paige and Jewett in several Connecticut counties, is erecting a new sales and service building on the Connecticut Boulevard, East Hartford, which will be ready for occupancy about December 15.

ERECTING \$90,000 HOME

Des Moines, Ia., Dec. 2 (U. T. P. S.)—The Hudson-Jones Company, now doing business on Locust Street, will occupy, about March 1, a \$90,000 home at the northwest corner of 12th and Walnut Streets, it has just been announced by Julian A. Peverill, president of the company. The building will contain double the amount of floor space now used by the company.

HAS LARGER SALES SPACE

St. Paul, Minn., Dec. 2.—The Northern Motors Company has moved from 571 North Snelling Ave. to new quarters at 1469 University Ave., where it has increased showroom space for its Hupmobile cars.

\$2,000 GARAGE ADDITION

Duluth, Minn., Dec. 2.—A \$2,000 addition to the B. L. Olson Garage, 5836 Grand Ave., is being rushed to completion to provide extra storage room and space for the servicing of autos. The company has the Oldsmobile dealership for the western part of Duluth.

DEALER BUYS SITE

Decatur, Ill., Dec. 2.—The Spiess Auto Company, 244 East Wood St., local Essex, Hudson and Chrysler dealer, has just purchased a site at Church and Wood Streets, and will erect one-story and basement building to contain 40,000 square feet of floor space.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants firm active silent partnership with live car dealer, tire dealer or gas station; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X. Y. Z., Automotive Daily News.

FOR SALE

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment. You have read this ad, so will other people read yours, if placed in our classified columns.

FORD Agency Building and Stock, no cars, trucks or tractors to buy; price \$35,000; incumbrance \$10,000; county seat town in Kansas wheat belt; 132 car contract. Drawer T, Lincoln, Kan.

INCORPORATIONS

OREGON

Salem, Ore., Dec. 2.—New incorporations here include:

C. E. Showalter Company, Inc., Salem, \$20,000; to engage in the automobile business; C. E. Showalter, Anna L. Showalter and C. H. Wieder.

Auto Club of Oregon, Portland, \$25,000; B. R. Smith, Dr. Jay W. Herns and David Robinson.

WASHINGTON

Olympia, Wash., Dec. 2.—New Washington incorporations include the following:

Marine Garage, Seattle, \$15,000; Gust Sjoberg, J. E. Aarvick and Lee Barragar.

Heisers, Inc., Seattle, \$50,000; George Heiser and J. E. Heiser, auto dealers.

Reinertsen-McDonald Auto Company, Everett, \$20,000; Ralph Reinertsen and Thomas MacDonald.

Lang Motor Company, Reardon, \$10,000; Willard W. Trumbull and Pearl R. Trumbull of Spokane, and Willis E. Lang of Reardon.

Lyon Van and Storage Company, Seattle; \$21,000; motor freight company; Robert S. Wilson and M. Wilson.

Chehalis Super Service Company, Chehalis.

TEXAS

Austin, Tex., Dec. 2.—New automobile corporations in Texas include:

Hull Auto Company, Hull; \$15,000; W. N. Pearson, Tom F. Cruse and M. E. Plivito.

Jourdanton Motor Company, Jourdanton, \$15,000; James J. Jordan, Earl Wheat and Orin Ramsey.

Reo Auto Sales Company, Beaumont, \$15,000; J. W. Garth, C. T. Garth and M. H. Smallwood.

Newway Auto Market, El Paso, \$10,000; J. B. McKennon, N. L. Casner and R. S. Casner.

Sterling Motor Company, Sterling City, \$25,000; P. G. Stokes, Ed Hughes and J. E. Butte.

SALESROOMS REMODELED

Glendale, Cal., Dec. 2.—The Cronenweth Motor Sales Company, Gardner dealer, has just completed remodeling its salesrooms.

*When you want
What you want
When you want it!*

—An advertisement in the Classified section of the *Automotive Daily News* will prove to be one of the best "go getters" you could wish for.

The *Automotive Daily News* reaches thousands of progressive business men in the automotive industry, and the cost of placing your advertisement before them is very small—only 5 cents per word. And there's a liberal discount for an extended order.

*Use the Automotive Daily News
When You Want Quick Action!*